

Northeastern
University



CLASS OF 2025

**UNDERGRADUATE
CELEBRATION**

D'AMORE-MCKIM SCHOOL OF BUSINESS
MAY 8, 2025

PROGRAM

Welcome

Daniele Mathras

Associate Dean, Undergraduate Programs; Associate Teaching Professor, Marketing

Dean's Address

David De Cremer

Dunton Family Dean; Professor, Management and Technology

Best Teacher Award

Daniele Mathras

Associate Dean, Undergraduate Programs; Associate Teaching Professor, Marketing

Class of 2025 Video

Keynote Address

Dave Powers'89

Former CEO, Deckers Brands

Announcement of the Candidates

Daniele Mathras

Associate Dean, Undergraduate Programs; Associate Teaching Professor, Marketing

Closing Remarks

David De Cremer

Dunton Family Dean; Professor, Management and Technology

KEYNOTE SPEAKER

Dave Powers

Dave Powers is a bold and forward-thinking leader in the global footwear and apparel industry. With more than 20 years of experience leading iconic brands, he has redefined retail strategy by blending deep consumer insight with a long-term vision for sustainable growth. Powers' impact across the sector reflects his ability to scale brands while building resilient, values-driven organizations that inspire both employees and consumers.

Powers spent the past 12 years at Deckers Brands, during which time he held executive roles integral to the company's brand growth initiatives and direct-to-consumer strategies. He retired last year after eight years as president and CEO. During his tenure at Deckers, he oversaw the company's extraordinary growth—from \$1.8 billion in revenue to \$4.5 billion—and elevated brands like UGG and HOKA to consumer favorites worldwide.

Prior to his time at Deckers, Powers held executive leadership roles at Converse, including four years as vice president of global direct-to-consumer, where he expanded the brand internationally. He also previously worked at Timberland, where he led worldwide retail merchandising, marketing, visual and store design, as well as the creation of a sustainable line of footwear and apparel.

In addition to his instinctive understanding of the retail market Powers is known for his commitment to creating a positive workplace and leading societal impact. While at Deckers, he built a strong, community-focused company culture, and under his leadership the organization received accolades for both stellar financial performance and strong sustainability practices. In 2024, Deckers was recognized for its sustainability record by Barron's 100 Most Sustainable U.S. Companies; Newsweek's America's Most Responsible Companies (for the third consecutive year); and Newsweek's America's Greenest Companies (for the second consecutive year).

Powers was named a 2020 Businessperson of the Year by Fortune and earned a spot on Barron's Top CEOs of 2023 list. He was inducted into the Footwear News Hall of Fame in 2024.

Following his retirement, Powers remains deeply committed to sustainability and societal impact and is a member of the board of directors of Protect Our Winters, a climate advocacy organization. Powers also serves on the boards of Deckers Brands and Solo Brands. And he is a vice chair of D'Amore McKim's Southern California Executive Leadership Council.

He earned a bachelor's degree in business administration with a focus on marketing from Northeastern in 1989.



FOREVER A HUSKY

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