



Sharon Price John President & CEO Build-A-Bear Workshop Inc.



About Sharon:

Sharon Price John has served as president and CEO of Build-A-Bear Workshop, Inc. (NYSE: BBW) since 2013, leading the beloved global brand - often credited as an early pioneer of “experiential retail” - through a decade of transformation. During her tenure, she diversified the business model to improve results and enhance shareholder value, including broadening the consumer base beyond kids, globally expanding beyond malls, accelerating ecommerce, and extending into entertainment and content. After returning the company to profitability, successfully navigating the “retail apocalypse” and a pandemic, she most recently led the organization to its fifth consecutive year of record results, while staying true to Build-A-Bear’s mission of “adding a little more heart to life.” Ms. John

will retire as CEO in June 2026 and remain on the Build-A-Bear Board of Directors.

Before Build-A-Bear, Ms. John built more than 30 years of leadership experience across iconic children’s and entertainment brands in marketing and as a change agent. She previously served as president of the Stride Rite Children’s Group (Wolverine Worldwide). Earlier, she held senior roles at Hasbro, including SVP/General Manager of the Global Preschool Business Unit and SVP/General Manager of the U.S. Toy Division, overseeing franchises and licensed relationships including Transformers, Star Wars, Marvel, NERF and My Little Pony. Her career also includes roles at Mattel on the Barbie and Disney business, and DDB/Needham Worldwide in New York City.

Ms. John holds an MBA from Columbia University and a BS from the University of Tennessee, Knoxville. She served as Chair of the Toy Industry Association board (2024–2026) and supports educational and philanthropic organizations, including as a board member of First Book. Honors include recognition as a Brandweek “Brand Genius”; leading one of Forbes’ Top 20 Customer-Centric Companies; and being named to CEO Forum’s Top 10 CEOs Creating Culture. A sought-after voice on leadership and transformation, Ms. John has hosted a TED Talk and is the author of *Stories & Heart: Unlock the Power of Personal Stories to Create a Life You Love*, an Amazon #1 Best Seller in Business Mentoring & Coaching.