

Toms Appoints Jessica Alsing as New CEO

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Toms, the socially driven footwear brand, has a new leader.

On October 8, Jessica Alsing assumed the role of Chief Executive Officer. Her appointment marks a strategic shift for Toms as it readies for its next phase of growth. In recent months, Alsing already consulted with the Los Angeles-based company.

Now, she officially takes charge.

A Footwear Veteran at the Helm

Alsing brings a deep background in footwear, digital marketing, and global brand building. She spent nearly a decade at Crocs, where she held the role of Vice President of International Digital Commerce. Most recently, she served as Chief Digital Officer at Grendene Global Brands — the group behind Melissa Shoes, Ipanema, and Rider.

Why Tom Chose Her

Toms is aiming to unify purpose with strong business momentum.

The board cites her “proven ability to drive both growth and impact.” As Alsing said, 2026 marks Toms’ 20th anniversary of its signature alpargatas. She believes the time is right to reintroduce these slip-ons and deepen leadership in espadrilles.

Thus, her vision is aligned with Toms’ core identity of “endless summer” style.

The Transition & Immediate Challenges

Toms has already worked with Alsing in a consultant capacity. So, she is not entering completely cold. However, she steps in during a critical growth moment.

She must balance brand integrity, social mission, and revenue expansion.

One immediate challenge is re-energizing the core alpargata line.

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