

MEMBER SPOTLIGHT



Jennifer Sim,
Vice President and Deputy General Counsel, VF Corporation

Years in-house: 18 years

Law School: University of California, Hastings College of the Law

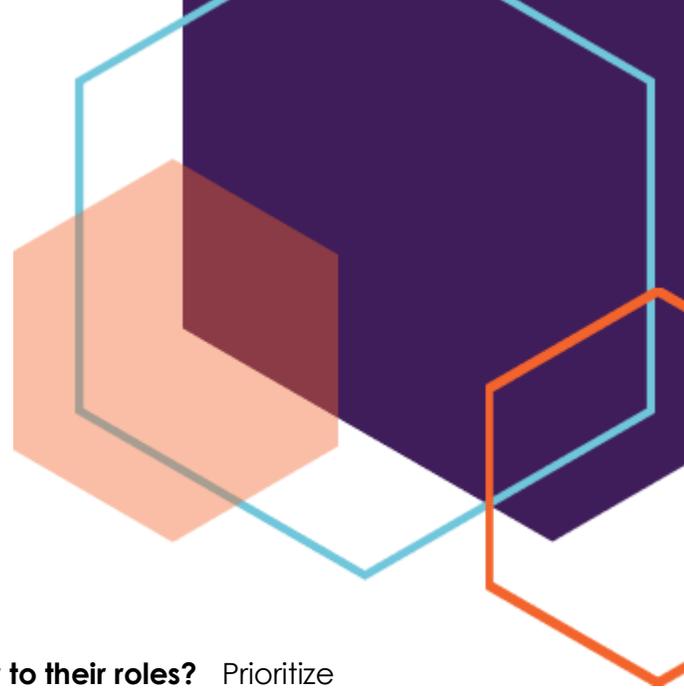
Meet ACC Colorado Member Jennifer Sim.

Please tell us a little bit about the company and your responsibilities there.

VF Corporation is one of the world's largest apparel, footwear and accessories companies, operating a family of 12 outdoor, active and workwear brands, including *Vans*, *The North Face*, *Timberland*, *Dickies*, *Supreme*, *Smartwool* and *Altra*. VF's purpose is to power movements of sustainable and active lifestyles for the betterment of people and the planet. Headquartered in Denver, CO (as of 2019) and publicly traded, VF operates globally with approximately 40,000 associates.

As Deputy General Counsel, I handle a wide range of corporate legal matters, including relating to securities compliance, mergers and acquisitions and venture, corporate governance and intellectual property.

The most challenging thing about my current job is change management. In a rapidly evolving marketplace with many forces applying pressures on companies, transformation and evolution is necessary, but each step of the process can be difficult, from making the choices, cultivating a growth mindset, developing the right pace for change to helping an organization accept and manage change. It can be uncomfortable, but I believe company transformation has put a premium on the support the legal team provides and it challenges us to develop and grow professionally and personally.



Do you have any tips for in-house counsel that are new to their roles? Prioritize developing trusted relationships. Find a way to talk to people instead of just relying on emails. Look at every project as a learning opportunity, even projects that don't seem glamorous. Taking on new work in unexpected areas created some of my best growth opportunities. Cultivate an active network of legal practitioners for benchmarking, moral support, friendships, and future opportunities. Being a new transplant to Colorado, my network welcomed me and saved me from feeling like a stranger, particularly during COVID. Finally, do everything you can to understand the business – don't be afraid to go outside your legal lane.

The best thing about my current job is the people and culture. I work with an amazing group of people who balance being purpose led with being performance driven and are exceptionally talented and operate with the highest integrity and humanity. I'm very lucky to be part of this team.

What I find to be most rewarding as in-house counsel is ... finding ways to be a trusted business partner who enables the success of our business but also ensures we stay true to our purpose and work with integrity.

A most important life lesson I've learned is ... it's ok to be you. Your perspective and style are unique and valuable and people want to hear you and see you. When I immigrated to the United States decades ago, I was taught that assimilation was the way to fit in, but times have certainly changed and there is a recognition that different voices are needed for a strong organization.

I achieve work/life balance by ... being deliberate about my choices and learning to say no at times. I also always try to connect with people on a personal level throughout the day and get a walk or bike ride in even if I'm not feeling up to it.

My most pivotal career move was ... when I joined VF to be the General Counsel of *The North Face* and *Vans* brands. I had been an intellectual property specialist prior to joining VF and my role with VF gave me an opportunity to lead a legal function and expand the breadth of my practice.

If I were not practicing law, I would probably be ... running a restaurant or clothing store or doing social work.

My favorite thing to do in my downtime is ... hike, play my ukulele, and watch Korean dramas.

My last vacation was ... Puerto Vallarta, Mexico.

I'm currently reading ... *The Curious Thing: Poems* by Sandra Lim. The latest book of poetry from my closest friend in the world. Beautiful and powerful and I'm not just saying that because she's my friend.

I could not live without ... my family and also lots of sleep.

People may be surprised to learn that I ... have a soft spot for rescuing senior dogs.

