Progression Brands Group (PBG) launches Strategic Advisory vertical

Appoints fashion industry disruptor Liz Fodera to drive growth

*Minneapolis,  October 21, 2020* — Progression Brands Group (PBG), an operating company committed to partnering with emerging brands, today announced the expansion of their business to include Strategic Advisory services.

Having built a reputation as the go-to operating group for emerging brands, the current market conditions highlighted the opportunity for PBG to offer brands who have a solid operational foundation, access to proven, objective and credible outside advice on an ad-hoc basis. This vertical will allow PBG to continue to drive disruption across the sector and help brands futureproof their go-to-market strategies.

“When I started PBG, Advisory Services were part of the long-term business plan, said Ian Widmer, President and CEO of Progression Brands Group. “I am excited that under the leadership of industry veteran, Paul Silvertown, we are ahead of schedule and able to offer this service with the same level of commitment and excellence as we do in our operating and distribution verticals.”

Expanding to meet the demand where it is most needed, PBG tapped long-time friend and fashion industry disruptor, Liz Fodera, to join the team. “I am thrilled to be joining the ranks of Progression Brands Group,” said Liz Fodera. “Being a part of a team that is authentically themselves, committed to excellence and focused on reshaping the future of our industry is very exciting!” Fodera brings with her nearly 20 years of experience driving growth and challenging the status quo in her previous roles as a senior merchant at both Saks 5th Ave and Bloomingdales.

“As we formally kicked off this initiative within PBG, it was important for us to ensure that we expand the team with proven operators that we know and trust” commented PBG Director, Paul Silvertown. “Liz shares our DNA and having worked closely with her in the past, we know that Liz’s insights and experience fill an important need in today’s marketplace.”

**About Progression Brands Group**

Progression Brands Group is an operating company committed to partnering with emerging brands that focus on living an active lifestyle. With showrooms and offices across North America and Europe, PBG’s fully integrated operating verticals provide comprehensive and customized solutions based on the brand’s specific needs.

Visit [www.progressionbrands.com](http://www.progressionbrands.com) for more information. Beth Cochran 406.579.7909 | bethcochran@whatsuppr.com