

Justin Brands Promotes Five

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Western footwear company Justin Brands Inc. of Fort Worth, Texas, recently promoted employees Brandon Barker, Mike Haverty, Joe Baca, Megan Force and Amy Porter.

"As we continue to push forward with new initiatives and innovations, we have made significant personnel changes that will assist in accomplishing our goals for the new year," Randy Watson, president and CEO of Justin Brands, said in a statement.

Barker, previously national sales manager for both the Justin Boot Co. and Justin Original Workboots, is now the brand manager for Justin Original Workboots. Barker will work on revenue and profit growth, expanding product offerings and exploring distribution channels for the brand.

Haverty takes over the position as national sales manager for both the Justin Boot Co. and Justin Original Workboots (he was previously Justin Brands key account manager).

Baca has moved from assistant brand manager for Tony Lama Boot Co. to a Justin Brands corporate sales position. He will focus on promotional opportunities, as well as working with all brands to utilize raw materials.

Previously the PR coordinator for Justin Brands, Force has become the media specialist. Focusing on social media, she will strive to increase brand awareness and drive traffic for all brands on such sites as Facebook, Twitter and MySpace.

Porter, who previously worked in the Justin Brands advertising department, will now be the PR and licensing coordinator. She will coordinate endorsee/retailer promotions, TV and movie productions, as well as licensing activities.