

## Kindred Bravely Announces New CEO, Carrie Welch

Oceanside, CA, September 24, 2024 – [Kindred Bravely](#), the leader in maternity and nursing apparel, is excited to announce the appointment of Carrie Welch as its new CEO. With over 25 years of experience including key roles at Curology, Charlotte Russe, and Gap Inc., Welch is exceptionally equipped to guide Kindred Bravely into its next phase of growth and innovation.

Known for its award-winning, comfortable, and functional designs, Kindred Bravely has always been committed to supporting moms, and this leadership transition continues to strengthen its dedication to being a mission-driven and female-led brand.

Welch's distinguished career, with her most recent role as President and COO of Curology, includes building and revitalizing mission-driven brands across global markets. Welch is also committed to mentorship, with a particular passion for nurturing and mentoring female leaders.

"I'm excited to be leading a truly differentiated category trailblazer focused on moms and am thrilled to be joining the talented Kindred Bravely team," Welch shared. "I look forward to continuing our mission of supporting moms and furthering how we serve them, whether on [kindredbravely.com](#) or with top-tier retailers and marketplaces. We will continue to build a community centered around educational content, support, and connection—By moms. For moms."

TZP Group, a multi-strategy private equity firm, partnered with founders DeeAnne and Garret Akerson to acquire Kindred Bravely in 2021. TZP Partner Dan Gaspar said, "Kindred Bravely has grown meaningfully since we first invested with the company. We are excited to partner with Carrie Welch as her unique set of skills and experiences will help lead the Kindred Bravely team on its next chapter of growth."

Under Welch's leadership, Kindred Bravely will remain focused on creating products that are designed by women who intimately understand motherhood. With recent award wins such as Best Pumping Bra Brand from What to Expect, Best Hands-Free Pumping Bra from GLAMOUR, and Best Breastfeeding Postpartum Essentials from Forbes, Kindred Bravely consistently demonstrates its dedication to serving moms, a mission that will continue to guide the company as it grows, innovates, and reaches even more moms worldwide.

### **About Kindred Bravely**

Kindred Bravely has been the go-to for comfortable, functional maternity & breastfeeding clothes since 2015, helping moms on the transformational journey of motherhood. The award-winning company also brings moms a supportive community, best-in-class customer care, and relatable, educational content—all intended to make things easier for them. Generosity is the company's north star, and to date, it has donated over 101,000 bras and over \$4.6 million to organizations that support underserved mothers. Ranked on the Inc. 5000 list of fastest-growing, privately held companies in the US for six years in a row, Kindred Bravely is here for moms no matter where they are on their motherhood journeys. For more information, visit [www.kindredbravely.com](http://www.kindredbravely.com).

### **About TZP Group**

TZP Group, a multi-strategy private equity firm managing approximately ~\$2 billion across its family of funds, is focused on control, growth equity, debt and structured capital investments in technology, business services, and consumer companies. Founded in 2007, TZP targets companies with solid historical performance and sustainable value propositions and aims to be a "Partner of Choice" for business owners and management teams. TZP seeks to invest primarily in closely held, private companies in which the owners desire to retain a significant stake and partner with an investor with complementary operating and financial skills to accelerate company growth, increase profitability, and maximize the value of their retained stake. TZP leverages its investment professionals' operating and investment experience to provide strategic and operational guidance and is dedicated to long-term value creation. For more information, please visit [www.tzpgroup.com](http://www.tzpgroup.com).

### **For more media inquiries please contact:**

Dan Gaspar, Partner, TZP Group | [dgaspar@tzpgroup.com](mailto:dgaspar@tzpgroup.com)