

EXECUTIVE ADVISORY BOARD



Maxine Clark

Chief Executive Bear

[Build-A-Bear Workshop](#)

Maxine Clark is one of the true innovators in the retail industry. During her 30-year career, her rare ability to spot emerging retail and merchandising trends and insight into the desires of the American consumer generated growth for retail leaders including department store, discount, and specialty stores. In 1997, she founded Build-A-Bear Workshop, a teddy-bear themed experience retail store. By year end 2003 Build-A-Bear Workshop is global brand with over 150 stores in the United States and Canada and international expansion beginning this year. Her keen intuition and business savvy earned her the 2001 Retail Innovator of the Year from the National Retail Federation.