

Academy Sports + Outdoors Announces Executive Appointment

September 3, 2026

Matthew M. Pasch joins as Executive Vice President and Chief People Officer

KATY, Texas, Sept. 3, 2026 /PRNewswire/ -- [Academy Sports + Outdoors](#) ("Academy") ([Nasdaq: ASO](#)), a leading full-line sporting goods and outdoor recreation retailer, today announced the appointment of Matthew (Matt) M. Pasch to the role of Executive Vice President and Chief People Officer. In this position, Mr. Pasch will oversee Academy's talent strategy, human resources, and communications functions supporting the company's corporate, distribution centers, and retail initiatives.



Most recently, Mr. Pasch served as Executive Vice President, Chief Human Resources Officer at Burlington. He also held the roles of Senior Vice President of Human Resources, Merchandising, Marketing and Strategy as well as Senior Vice President of Human Resources, Corporate Support, Distribution and Supply Chain in addition to other executive and leadership positions throughout his tenure.

Mr. Pasch will report directly to Steve Lawrence, Chief Executive Officer of the Company, and succeeds William (Bill) S. Ennis who recently retired.

About Academy Sports + Outdoors

Academy is a leading full-line sporting goods and outdoor recreation retailer in the United States. Originally founded in 1938 as a family business in Texas, Academy has grown to more than 300 stores across 21 states and counting. Academy's mission is to provide "Fun for All" and Academy fulfills this mission with a localized merchandising strategy and value proposition that strongly connects with a broad range of consumers. Academy's product assortment focuses on key categories of outdoor, apparel, sports & recreation and footwear through both leading national brands and a portfolio of private label brands. For more information, visit www.academy.com.

Media inquiries:

Meredith Klein, Vice President of Communications
346.826.6615
meredith.klein@academy.com

Investor inquiries:

Dan Aldridge, Vice President of Investor Relations
832.739.4102
dan.aldrIDGE@academy.com



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