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## **Cotton Incorporated Board Creates New Position in Anticipation of CEO Succession Plan**

**(CARY, NC)** - Cotton Incorporated announces today the appointment of William Kimbrell as Executive Vice President and Chief Operating Officer of the company. This new position was created by Cotton Incorporated's Board of Directors following the current President and Chief Executive Officer, J. Berrye Worsham's retirement announcement effective December 2024. The position is in alignment with Cotton Incorporated's Succession Plan toward the transition to be potentially named President and CEO, which requires a Board vote in December 2024.

"We feel confident in William's ability to continue to progress within the company" notes Cotton Incorporated Board Chairman, James Johnson. "We've been anticipating the activation of the succession plan for several years and are pleased with the outcome."

Kimbrell is a 20-year veteran of Cotton Incorporated. After graduating from North Carolina State University with a degree in Textile Management, he achieved his MBA with a concentration in Supply Chain Management. He applied this background in various positions with Cotton Incorporated including fiber processing as well as several roles in the Global Supply Chain Marketing division from technology management to marketing in Asia, where he was most recently named vice president.

His international business travel has provided an opportunity to conduct technology marketing and strategy meetings with mills, brands and retailers in 24 countries globally. Now named executive vice president, chief operating officer, Kimbrell will continue in his current role as vice president, supply chain marketing Asia, until his successor is identified.

"The combination of William's technical skills along with the breadth of global supply chain marketing experience over 20 years, provide the right background to help keep cotton in the forefront of the global textile industry," notes current President and CEO, J. Berrye Worsham. "I feel confident about William's leadership for the company and the industry."

### **About Cotton Incorporated**

[Cotton Incorporated](http://www.cottoninc.com) is the research and promotion company for Upland cotton. Funded by U.S. cotton growers and importers of Upland cotton-containing products, the not-for-profit organization's mission is to increase the demand for and profitability of cotton. As a resource for the cotton industry, Cotton Incorporated conducts or oversees more than 450 research and educational projects in an average year. Research areas range from the development of agricultural and textile innovations to analyses of commodity and market data. To learn more, visit [www.cottoninc.com](http://www.cottoninc.com).