



Kansas City, Mo. (February 9, 2021) – Hallmark Cards, Inc. has named Alexis Kerr as the new Vice President of the Hallmark Mahogany Brand, a greeting card line that has honored and celebrated Black culture for more than 30 years. This move comes as the company invests in building the brand to be more than a card line.

“Alexis is a proven leader in multicultural brand development and we’re thrilled she’s joining us to lead the growth of Mahogany,” said Lindsey Roy, chief marketing officer, Hallmark. “We see a great deal of potential in the power of this brand as we work to create products and experiences for our

diverse customer base.”

Kerr brings decades of experience in brand and business growth within the automotive industry, primarily with General Motors. Her most recent position was head of multicultural marketing for Cadillac, where she grew the multicultural brand presence by 40 percent and consistently increased sales and market growth.

Mahogany has had an important role in Hallmark’s product offering for three decades and has earned a high degree of credibility with customers through its culturally authentic designs and bold words of affirmation. In her role, Kerr will be responsible for growing and elevating how consumers see and experience the brand, and expanding it into new spaces in the marketplace.

“Hallmark’s investment in Mahogany will help us deepen and strengthen our relationships with existing customers, while also attracting new and diverse audiences,” said Kerr. “I am excited to lead the team as we help more people live caring and connected lives full of meaningful moments.”

Just last week, Mahogany launched a one-million card giveaway in celebration of Black History Month and gave away all the cards in less than two days. Visitors to Hallmark.com/ShareMahoganyCards received a three-card pack featuring two Mahogany cards and one card from the newest Mahogany collection, *Uplifted & Empowered*. This collection, **created by Black writers and artists**, captures the beauty, significance and power of Black lives with themes including pride in self/community, support, empowerment, inspiration, faith and solidarity.