

William “Bill” Shouldice IV

Biographical Sketch

Bill Shouldice IV was appointed the President and CEO of The Vermont Teddy Bear Company (VTB) in January 2013. Founded in 1981, VTB is one of the largest producers of teddy bears in the world, handcrafting approximately 300,000 Bears a year at its factory in Shelburne, Vermont. The company has also become a frontrunner in mail order, internet sales, and selling on Amazon. The VTB retail store is an especially popular tourist destination that welcomes more than 100,000 visitors a year. In addition to making teddy bears, Bill also ran the four sister companies; The PajamaGram Company, which specializes in helping people give the gift of relaxation by sending PJs to the ones they love. The Pajamajeans Company offers an assorted mix of comfortable apparel with the promise that “We Fit Every Body”. The One for You, a Victorian women’s nightgown business, which under Bill, was recently acquired and integrated into the portfolio from the UK. Lastly, the Vermont Mitten Co. In the Fall of 2024, Hibernation Holdings (collective owner of these brands) sold the companies to two separate entities within weeks of each other.

Prior to joining the Bear Crew at VTB, Bill served as the president and CEO of The Vermont Country Store (VCS) for over seven years. A position he earned after spending three years as the executive vice president managing the store's day-to-day operations. VCS is a 78-year-old, family-owned business, with sales of well over \$100m. During his tenure at VCS, Bill grew sales significantly, made strategic investments, grew the customer base, updated the technology platform (enterprise and e-commerce), and built a management team capable of taking the business forward, all while posting best-in-class profits and distributions to shareholders. With Bill at the helm, VCS moved from a catalog centric business to a true multi-channel retailer (catalog, web, and retail stores) that's proven its ability to continually compete in the retail space.

Prior to his time at The Vermont Country Store, Bill was the president and CEO of the Orton Family Foundation – an organization with a mission to help citizens of rural America define the future, shape the growth, and preserve the heritage of their communities. The work of the foundation is to give rural communities the tools necessary to make decisions on their own while facilitating the community and land-use decision making process. During the five years Bill headed up the foundation, he took it from start-up phase to a private operating foundation that made a substantial impact in countless communities across rural America

Bill's background also includes time well spent working in government. He was secretary of Vermont's Agency of Commerce and Community Development. Governor Howard Dean appointed him to that position in 1993, making him responsible for the departments of Economic Development, Tourism & Marketing (including Vermont Life magazine), Housing, and Community Affairs, as well as the Division of Historic Preservation & Historic Sites.

In the time leading up to his work with Howard Dean, Bill was the executive director of the Rutland Economic Development Corp. A nonprofit founded in 1937, the organization's goal is to assist the communities of Rutland County in creating good paying jobs through community and economic development projects, including the administration of a revolving loan fund.

Born and raised in Montpelier, Vermont, Bill spent his entire youth and young adulthood working for his family's business, The Country Store. Located on 68 Main Street in Montpelier, the store had been in continuous operation for over 26 years until a fire forced the family to close its doors in 2004.

Bill earned a Bachelor of Science degree in political science in 1986 from Merrimack College in Andover, Massachusetts. In 1992, he attended the John F. Kennedy School of Government for Senior Executives in State and Local Government at Harvard University.

Bill lives in Stowe, Vermont with his wife Susan. They have three adult children: Billy, Colleen, and Emma. They are also proud to be grandparents to Bizzy, Charlie and Quinn. In his spare time, when not chasing grandchildren, Bill is an avid outdoorsman enjoying activities such as: fishing, skiing, hiking, hunting and biking, to name a few.

Board/Affiliations:

Vermont Economic Development Authority- Board
Community Development Block Grant – Board
VT State Historic Preservation Officer
Vermont Business Roundtable – Board
VT State Chamber of Commerce – Executive Committee
Vermont Futures Project – Chair
VT Air National Guard – Honorary Commander
StarBase – Board, Chair/President
ReStart Vermont – Manufacturing/Distribution Sectors
Cottage Club Road Water Association – Board/Chair
Lake Champlain Chamber of Commerce
Greater Burlington Industrial Corp.
The New England Council

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