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Martha Olson, Warnaco Executive, '77 Grad Named to Lawrence University Board of Trustees

Posted on: June 3rd, 2013 by Rick Peterson

Martha Olson, group president Calvin Klein Underwear Global & Heritage Brands at New York City-based Warnaco, has been elected to the Lawrence University Board of Trustees. She will serve on three board committees: academic affairs, finance, and recruitment and retention.



Martha Olson '77

Olson joined Warnaco in 2004 as president of Core Intimates and assumed responsibility for Calvin Klein Underwear U.S. in 2008. She was appointed a Warnaco Corporate Officer in September 2010.

Warnaco's products are sold under several highly recognized brand names, including Calvin Klein Underwear, Calvin Klein Jeans, Speedo, Chaps, Warner's and Olga. PVH Corp., which owns the brands Tommy Hilfiger, Van Heusen and Izod, acquired Warnaco earlier this year.

Prior to Warnaco, Olson served as the president of the district

partnerships division of Edison Schools, Inc. — now known as Edison Learning — a for-profit education management organization for public schools in the United States and the United Kingdom.

During her career Olson also has held several leadership positions with Sara Lee, including president of Ralph Lauren Intimates, president of Sara Lee Hosiery of Canada, vice president of marketing of Playtex Apparel and president of the Isotoner Canada Division of Sara Lee. She began her career in brand management, leading several iconic brands at General Mills and Nestle.

A resident of Darien, Conn., Olson graduated as a member of Phi Beta Kappa from Lawrence in 1977 with a bachelor of arts degree in psychology. She also earned a master's degree in business administration from Northwestern University.