
PLAYBOY NAMES BRIGGS AS NEW HR VICE PRESIDENT



Playboy Enterprises has appointed Kendice K. Briggs to the position of senior vice president of human resources. Briggs previously served as senior vice president human resources at Westfield Corp.

In her new role, Briggs will be responsible for the company's organizational development and design as well as compensation, benefits, recruitment and other administrative functions.

"We are pleased to have someone with Kendice's strong background and professional skills join our executive team," said Scott Flanders, PEI's chief executive officer. "Our employees are integral to the success of our goal of transitioning Playboy to a brand management company, and I am confident that Kendice will provide the strategic insights and leadership needed to help facilitate the process."

Briggs, 42, has spent nearly 20 years in human resources management. Prior to joining Westfield, she spent 13 years at Downey Savings and Loan Association, rising to executive vice president of human resources.

Briggs began her career at Pricewaterhouse Coopers and, later, Imperial Thrift and Loan Association. She is a board member and past president of the Orange County affiliate of the National Human Resources Association.

In her new role, Briggs will report directly to Flanders. She will be based in the company's Los Angeles office when she begins work on June 14.