



Colorado-Based Xero Shoes Tops Inc. 5000 for the Fifth Year in a Row

Inc. Magazine Reveals Annual List of America's Fastest-Growing Private Companies—the Inc. 5000

Broomfield, CO (August 17, 2021) – *Inc.* magazine today revealed that [Xero Shoes](#) ranked **No. 1498** on its annual Inc. 5000 list, the most prestigious ranking of the nation's fastest-growing private companies. This is the fifth year in a row that Xero Shoes makes the listing, as the company has grown by 316 percent over three years, from 2017 to 2020, and added 20 jobs.

Says co-founder and CEO, Steven Sashen, "Given how challenging the last few years have been, we're grateful that both our incredible team and passionate customers have allowed us to continue growing at this rapid rate."

Xero Shoes has been a recipient of several other 2021 awards: Sashen was named on the [2021 Titan 100](#) list featuring Colorado's top 100 CEOs and C-level executives. Xero Shoes ranks number three in *BizWest's Mercury 100* and number 11 on *Colorado Biz Magazine's Top 100 Women-Owned Companies*. Xero Shoes is the official footwear sponsor of the USA Olympic Artistic Swimming Team and USA Olympic Archery Team.

Not only have the companies on the 2021 *Inc. 5000* been very competitive within their markets, but this year's list also proved especially resilient and flexible given 2020's unprecedented challenges. **Xero Shoes in particular has overcome supply chain challenges while still growing their revenue by 88 percent in 2020.**

"Being named to the Inc. 5000 demonstrates our team's resilience and commitment to provide the best customer experience to our community," said Lena Phoenix, Co-Founder and CFO of Xero Shoes.

Among the companies named by Inc. 5000, the average median three-year growth rate soared to 543 percent, and median revenue reached \$11.1 million. Together, those companies added more than 610,000 jobs over the past three years.

Complete results of the *Inc. 5000* can be found at www.inc.com/inc5000.

About Xero Shoes

Founded in 2009, Xero Shoes manufactures comfortable, lightweight, performance and casual footwear built with a “foot-first design”. The company’s mission is helping people rediscover the comfort, fun, and benefits of natural movement so they can “Live Life Feet First”. Their goal is to get people out of thick, padded, motion-controlled shoes and into natural, barefoot-inspired footwear with their patented FeelTrue® soles. Xero Shoes was born out of necessity when its co-founder and CEO, Steven Sashen, discovered barefoot running as a solution to his constant running-induced injuries. Now a Masters All-American sprinter, Steven immediately recognized the value of natural movement and was determined to share that with the world. Xero Shoes launched in December 2009 and now has customers ages 1 to 92 in 97 countries who wear their shoes, sandals, and boots for all kinds of activities.