Change of management at Mammut Sports Group

Seon, 23 January 2017 – Mammut Sports Group announces the appointments of Adrian Margelist as new Chief Creative Officer and Matthias Hanny as head of B2C. Both will become members of the executive management of the Mammut Sports Group.

Adrian Margelist (born 1975, Swiss citizen) will assume office on 1 April 2017. He has extensive international experience in the areas of fashion design and product management. Amongst others, he held the position of Creative Director at Esprit, Navyboot and MCM – the latter for a number of years in Seoul. His most recent position was that of Creative Director and Managing Director Brand & Product at Liebeskind in Berlin. Margelist holds an M.A. in Fashion Design from the Instituto Marangoni in Milan.

Matthias Hanny (born 1975, German citizen) will assume office on 1 March 2017. He most recently worked at Willy Bogner GmbH in Munich for 14 years; since 2015, he was responsible for e-commerce as a member of the company's executive board. Amongst other responsibilities, he managed the implementation of the company's growth strategy with a focus on DACH countries, the US and the UK. He holds a degree in business administration with a specialization in marketing and investment management from Ludwig Maximilian University in Munich.

In order to capitalize on growth potential, Mammut Sports Group has been following a five year strategy program since the beginning of 2016. Its goal is to further cement the company's leading position in German speaking Europe and to accelerate growth in selected international markets. This requires a more active management of retail space and an increase in store traffic, which is why the group will also invest in increased cooperation with specialized retailers.

Oliver Pabst, CEO of the Mammut Sports Group explains: "Adrian Margelist and Matthias Hanny are proven experts in the sector and experienced managers – they will be key players in the implementation of our strategy program. With his background as a Creative Director and many years of international experience, Adrian Margelist will set new impulses in product and collection development and move our brand forward in the premium segment. Matthias Hanny's focus will be on the expansion of our multichannel management as well as the digitalization of our distribution processes."

Adrian Margelist and Matthias Hanny are replacing Michael Gyssler and Joachim Wallishauser, who are leaving the company, on the Mammut Sports Group executive board. Oliver Pabst: "We would like to thank Joachim Wallishauser for all his valuable contributions. Special recognition goes to Michael Gyssler, who in his many years as CMO has helped shape the Mammut Brand and has significantly contributed to the company's success. We wish both of them all the best for the future."