

JACK WOLFSKIN STRENGTHENS ACTIVITIES IN SOUTHERN EUROPE: MASSIMO CARNELLI IS RESPONSIBLE FOR THE SOUTHERN EUROPEAN BUSINESS AS NEW DIRECTOR SALES SOUTH EUROPE AND NEW MARKETS

Idstein, Germany, 5 September 2022 – German outdoor apparel, footwear and equipment brand Jack Wolfskin this week announced that Massimo Carnelli will be joining the organization as Director Sales South Europe and New Markets.



Carnelli is an accomplished sales, product and marketing leader in the industry with more than 26 years of experience, most of them serving the adidas Group covering various positions. Most recently he held the position of Senior Director Reebok Brand and E-com in Italy.

He is based in Monza, Italy, and will initially focus on building Jack Wolfskin's regional structure to further implement the brand's omni-channel distribution strategy through corporate-owned retail stores, wholesale accounts and e-commerce.

"South Europe is an important market in Jack Wolfskin's strategic global growth strategy," said Richard Collier, Jack Wolfskin's CEO. "Max is an exceptionally talented leader with an entrepreneurial mindset and a proven track record that will help establish Jack Wolfskin as a key outdoor brand throughout the region."

"Excited to join Jack Wolfskin and give my contribution to build the South Europe Strategy implementing a sustainable and growing business model in the region", said Massimo Carnelli. "Proud to be part of this exiting journey."

In addition to the Italy, Carnelli is responsible for establishing a market presence in Spain and France and expanding Jack Wolfskin business in the Middle East and other new markets. He started with the organization on July 1. He reports to Natascha el Mahmoud, General Manager Commercial Europe at Jack Wolfskin.

South Europe is part of a global expansion strategy that Jack Wolfskin set in motion in 2021. In addition to major growth markets in the USA and China, Jack Wolfskin will continue to maintain its strong presence in the DACH region while focusing on extending sales and awareness in The Netherlands, Belgium, Great Britain, Poland and Italy through an omnichannel business strategy that includes corporate-owned stores, wholesale partnerships and digital sales.



ABOUT JACK WOLFSKIN

Jack Wolfskin is one of the leading providers of premium quality outdoor apparel, footwear and equipment in Europe and the largest franchisor in the sports retail market in Germany.

Jack Wolfskin products are currently available in more than 490 Jack Wolfskin stores and at over 4,000 points of sale worldwide. Jack Wolfskin products are renowned for their optimised functionality, high quality and exceptional innovation. In recent years the specialist outdoor brand has captured a large share of the market with numerous new products and materials.

Jack Wolfskin is also a pioneer of the first order when it comes to sustainability. The company has been a member of the Fair Wear Foundation since 2010 and was awarded with FWF Leader status five times. Jack Wolfskin is also a bluesign® system partner since 2011. The company is head-quartered in Idstein, in the Taunus region of Germany and currently employs over 1,440 people worldwide.

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