



JACK WOLFSKIN expands global digital business, appoints Patrick Berresheim as VP Digital



Idstein, September 1, 2021 – The digital business is a central pillar of JACK WOLFSKIN's growth and multichannel strategy, alongside its own store network and strong wholesale partnerships. In order to further strengthen its digital sales channel, the company has named Patrick Berresheim to the newly created position of Vice President Digital, effective September 1, 2021. A proven e-commerce expert, Berresheim will be responsible for the entire digital strategy for Europe, Russia, China, and the USA, and for the brand's consistent presence in e-commerce across all channels and countries. Through this position, JACK WOLFSKIN will provide its worldwide customers with the best possible service for their online purchases. He will directly report to JACK WOLFSKIN CEO Richard Collier.

"There is a significant opportunity to grow JACK WOLFSKIN's digital sales on a global basis," said Joe Flannery, Executive Vice President, Apparel and Soft Goods at Callaway Golf.

“Through the newly created position, Patrick’s experience with global brands and expertise in the EU market will directly benefit our ambitious digital strategy.”

Richard Collier, JACK WOLFSKIN CEO, said: “With Patrick in the new position, we are able to efficiently align our digital business on an international level and strengthen the brand globally. Digital forms one of the three pillars in our strategic orientation for further growth. With Patrick, we have gained an experienced digital expert who brings nearly 20 years of experience in the space with renowned brands. We are convinced that we will be able to generate further growth with him in this important business area.”

“I am looking forward to the exciting task of further developing JACK WOLFSKIN's global digital business and aligning it even better internationally,” Berresheim said. “We see great potential in this business area.”

Berresheim is moving from Birkenstock Digital GmbH to JACK WOLFSKIN, where he held the role as managing director. There he was responsible to create sustainable digital growth on a global level, further expand the business and set up the central, regional and local teams in Europe, USA, Japan, China and India. He has almost 20 years of professional experience in e-commerce also with major brands such as Hugo Boss, Douglas and Gerry Weber. Berresheim studied business administration at the University of Cologne.

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 FWF Leader status every year since 2014. JACK WOLFSKIN is also a bluesign® system partner since 2011. The company is headquartered in Idstein, in the Taunus region of Germany and currently employs over 1,440 people worldwide.

Press contact

JACK WOLFSKIN
JACK WOLFSKIN Kreisel 1
65510 – Idstein/ Ts
presse@jack-wolfskin.com

Hartmut Schultz Kommunikation GmbH
+49 (0)89/99 24 96 20
hs@schultz-kommunikation.com