



## JACK WOLFSKIN ESCALATES UK & NORDIC REGION GROWTH STRATEGY WITH NEW LEADERSHIP AND ORGANIZATIONAL DEVELOPMENT

**IDSTEIN, Germany** (November 21, 2022) – Jack Wolfskin, based in Idstein, Germany, today announced new leadership personnel in the UK and Nordic regions in alignment with its global growth strategy unveiled in 2021.



Steve Rosier was named as the country manager for the UK and Ireland and will mainly be based in the showrooms in Towcester near Northampton and Windermere in the Lake District, managing the sales team from there. Rosier has more than 30 years of experience in sports and the outdoor industry. Most recently he served as senior sales manager and POD lead for Under Armour's UK operations.

In addition, Elizabeth Mapp has been named as the Marketing Manager for the UK. Elizabeth has a background in retail marketing and holds a degree in international fashion marketing from The Manchester Metropolitan University.

Further growth is planned in the UK and prepared with the installation of a new five-person sales operation and customer service team in Jack Wolfskin's showroom office in Towcester.



"Jack Wolfskin has a strong brand presence with eight Jack Wolfskin Stores and over 300 online and offline points of sale from retail partners in the region," said Richard Collier, Jack Wolfskin CEO. "With the new structure and leadership team in place, we will further establish the brand in our primary outdoor and lifestyle categories." The Nordic countries are a growth market for Jack Wolfskin and a focused area of investment in the organization's global growth strategy. In order to build on its momentum in the region, Göran Bånge has been named as the new Head of Sales Northern Europe Nordics. Bånge is a former golf professional with more than 10 years of experience in the golf and outdoor industries. Most recently he was a key account manager at Peak Performance responsible for golf category sales in the Nordics. Goran will manage the region out of his base in Tranås, located in south Sweden.



“Göran’s highly-regarded reputation, deep market knowledge and established relationships with key accounts will be a significant benefit to Jack Wolfskin,” Collier said. “The Nordic population with its strong outdoor orientation and connection to nature is a perfect environment for our brand. Through Göran’s leadership, we anticipate rapid sales growth in the coming months and years.”

## **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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