Haglöfs, October 11th, 2018

**NEW Global Product DIRECTOR TO HAGLÖFS**

**With the aim to grow the business in all its business areas, Swedish outdoor brand Haglöfs has recruited Paul Cosgrove as its new Global Product Director.**

Paul Cosgrove is an experienced outdoor product professional with extensive technical and commercial product knowledge from several European outdoor brands. He comes most recently from the position as Apparel Category Manager at the UK based brand Berghaus, where he led the innovation team and the technical product creation.

“In Paul we have found a driven and experienced outdoor expert with a strong track record from all aspects of product development. The product director role is central for meeting our long-term objective of growing the business within all our three business areas, and Paul will be perfect for this role” said Carsten Unbehaun, CEO of Haglöfs.

“Haglöfs’ brand direction, ambition and global outlook is incredibly exciting. I’m looking forward to join its world class product team and to help deliver Haglöfs into a new chapter of its successful brand journey" said Paul Cosgrove.

Paul Cosgrove take up his position as Global Product Director for Haglöfs on October 15th, 2018.

Text and associated images can be downloaded at <https://www.mynewsdesk.com/haglofs> .

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