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HAGLÖFS RECRUITS NEW MARKETING TALENT AND APPOINTS GLOBAL LEAD AGENCY

**Outdoor gear manufacturer Haglöfs has restructured its marketing department, adding a number of top-flight new recruits to the team to complement the existing roles, and appointed Ocean in Copenhagen as new global lead agency.**

Following an intensive period of internal reorganisation, the Swedish outdoor gear brand Haglöfs has welcomed a host of fresh talent to key roles in the marketing team, both from inside and outside of the company and industry.

**Victor Adler** stepped into the role of Global Marketing Director in October. Victor is no stranger to Haglöfs, having previously worked as Business Development Manager for the company, and as a result he brings a great deal of understanding of the brand, and the outdoor industry in general, to the role. As CEO Carsten Unbehaun puts it:

"Victor adds a lot of value to our company. He will ensure consistency in our marketing approach, will provide the necessary leadership to the team and will make sure that we are internally aligned – all of which is key for future successful marketing initiatives.”

Prior to joining Haglöfs, Victor worked at top consultancy firm Bain & Company.

**Pernilla Holmgren** joins Haglöfs from Adidas, filling the role of the Seasonal Campaign Manager Spring/Summer. She brings with her a wealth of trade marketing and category management experience from inside and outside of the sporting goods industry, and is due to start in January.

**Wouter Lugard** will move into the team from ASICS EMEA – where he has been working as category marketing manager in Core Performance Sports – to take over as the new head of Trade Marketing. Wouter also has experience in working in product marketing at Nestlé, and will start in November.

**Troels Iversen** will also join the Trade Marketing team as Online Account Trade Marketing Manager. Previously, he has worked for Carlsberg and DZ Nordic, a ski brand distributor in Denmark. He is set to start at the beginning of December.

The company's regional marketing expertise has been strengthened by the addition of **Linn Ekerbring**, who will move over from ASICS Scandinavia to temporarily take up the role of

Marketing Manager (SW, FI, DK). And **Thomas Geier** will join Haglöfs as Marketing Manager (DE), having worked for Red Bull, and for Rheinsport as a marketing and sales freelancer.

The company has also announced the appointment of Copenhagen-based advertising agency [**Ocean**](https://www.oceanagency.dk/),)as its new global lead agency.

“Our new team setup, together with Ocean as lead agency, makes us well equipped to drive brand awareness and brand heat among our target groups on an international level. I’m very excited to have the whole team on board, and to present our first global marketing campaign, developed by Ocean, to our consumers and customers early next year.” said Victor Adler, Global Marketing Director.

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