



## **CURRICULUM VITAE**

### **Bjørn Gulden**

#### **Chief Executive Officer PUMA SE**

Bjørn Gulden (\*1965) has been Chief Executive Officer of PUMA SE since 1 July 2013 and is a member of the Kering Executive Committee. He brings to PUMA an extensive international experience of nearly 20 years in the sporting goods and footwear industry, where he held a variety of management positions.

Bjørn Gulden was CEO of Danish jewellery brand Pandora from the beginning of 2012 to 2013. From 2000 to 2011, the Norwegian native was Managing Director of Europe's largest footwear retailer, Deichmann, where he also headed the US-subsiidiaries Rack Room Shoes and Off Broadway Shoes as CEO and President. Prior to 2000, he held several management positions at outdoor apparel company Helly Hansen and sporting goods firm Adidas, where he was Senior Vice President of Apparel and Accessories.

Bjørn Gulden is currently member of the Supervisory Board of Borussia Dortmund GmbH & Co. KGaA in Dortmund and the Supervisory Board of Tchibo GmbH in Hamburg, Germany. Furthermore, he is a member of the Board of Directors of Dansk Supermarked A/S in Højbjerg, Denmark as well as of the Board of Directors of PANDORA A/S, in Copenhagen, Denmark. Additionally, he is a member of the consultative panel of Deichmann SE's advisory committee.

He holds an MBA from Babson Graduate School of Business (Boston, USA) and a Bachelor's Degree in Business and Administration from University of Rogaland (Stavanger, Norway).

As a former football professional, Gulden played for 1. FC Nürnberg in the German Bundesliga (Federal League) in 1984/1985 and in the Norwegian Premier League for Bryne and Strømsgodset. He won the Norwegian Cup with Bryne in 1987.

Bjørn Gulden was born in 1965 in Zurich/ Switzerland and is of Norwegian citizenship. He is fluent in Norwegian, English and German. The passionate sportsman is married with three children.

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**PUMA**

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PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Tretorn, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>