



PRESS RELEASE

PUMA appoints Laurent Fricker to lead Sportstyle Business Unit

Herzogenaurach, Germany, April 20, 2026 – Sports company PUMA has appointed Laurent Fricker as the new Vice President of its Business Unit Sportstyle, starting June 1. He will report directly to Maria Valdes, Chief Brand Officer (CBO) at PUMA.

Laurent has held several leadership positions in product marketing and sales at adidas and Reebok for more than two decades. Most recently, he worked as Vice President Originals, Basketball and Partnerships Europe at adidas, where he was responsible for introducing and expanding a number of successful product franchises.

In Sportstyle, PUMA leverages its vast archive to create products that celebrate the legacy of sport and connect to the passion of sport culture.

“Laurent is a focused leader with a clear track record of connecting sport authenticity with on-trend credibility and strong cross-functional execution,” said CBO Maria Valdes. “With his deep understanding of consumer culture, product storytelling, and go-to-market expertise, I am confident that he will further strengthen the Sportstyle Business Unit and accelerate its contribution to PUMA’s growth.”

PUMA has one of the most significant archives in the sporting goods industry, with iconic products such as Suede and Speedcat. With their roots clearly in sports, these styles have become an important part of the Sportstyle Business Unit’s portfolio.

“With PUMA’s 78 years of history and many product icons that can inspire our designers, heading the Sportstyle unit is a fantastic opportunity,” said Laurent Fricker. “We have the clear potential to further sharpen our product offering and create products that become culturally relevant to our consumers.”

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PUMA

PUMA is one of the world's leading sports brands, designing, developing, and selling footwear, apparel and accessories. Founded in 1948, PUMA helps the world's best athletes and teams perform at their best with its innovative products. Known for its iconic cat logo and the Formstrip, the company offers performance products in categories such as Football, Running and Training. Its Sportstyle collections are rooted in sports and inspire consumers by celebrating sports culture. With its long history and strong heritage, PUMA is proud of having one of the strongest archives in the industry, with many iconic products such as the Suede and the Speedcat. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in over 120 countries, employs more than 20,000 people and is headquartered in Herzogenaurach/Germany. For more information, please visit <https://about.puma.com>.