PRESS RELEASE

PUMA appoints new European leadership

Fokko de Rooij to take over as Managing Director Europe, Daniel Pustina named Managing Director Cluster Central

Herzogenaurach, 21 September 2026 – Sports company PUMA has appointed new leadership for the Europe region as well as the Cluster Central.

Effective 1 October 2026, Fokko de Rooij will become Managing Director Europe. In this role, he will report to PUMA CEO Arthur Hoeld, who has temporarily taken over the duties of the Chief Commercial Officer until a successor for that position is announced.

Fokko is an experienced international leader with a strong track record in sales, retail, supply chain and transformation management, built through various senior leadership roles at Nike across EMEA, China and in the global team. In his most recent role as VP EMEA Sales at Nike, he managed to return the wholesale business back to growth through a strategic commercial reset. Since leaving the company in 2025, he has worked as an independent advisor to CEOs and boards in the sporting goods and fashion industry.

Daniel Pustina will become Managing Director Cluster Central with immediate effect, a role in which he will oversee the important European markets DACH, Benelux, Eastern Europe and Ukraine. Daniel has been with PUMA in various roles since 2020, most recently as Managing Director Oceania based in Melbourne. Before moving to Australia, he held several leadership roles covering DACH and Central Europe. In his new position he will report to Fokko.

“The European market is a key pillar for PUMA. That’s why I’m happy we have found two leaders to advance the business in line with our strategic priorities. With Fokko, we have found an internationally experienced leader with a successful track record of leading organisations through large-scale transformations,” said PUMA CEO Arthur Hoeld. “At the same time, Daniel is well positioned to drive PUMA’s commercial performance in the important Cluster Central, given his deep understanding of the central European market.”

The leadership of the two remaining European clusters South (France, Italy, Spain and Portugal) and North (United Kingdom and Ireland, Nordics) remains unchanged after today's announcement. Both Christophe Cance (South) and Lucynda Davies (North) will also report to Fokko going forward.

"I'm very excited to continue my career in the sporting goods industry at PUMA," added Fokko de Rooij. "I look forward to building on PUMA's rich heritage and strong brand position to further accelerate the European business. Doing this as part of one of the strongest teams in the industry is a dream come true."

Fokko replaces Javier Ortega while Daniel replaces Bas van den Bemt, both of whom have left the company this month.

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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 around 20,000 people and is headquartered in Herzogenaurach/Germany. For more information, please visit https://about.puma.com.