



## **CURRICULUM VITAE**

### **Björn Gulden**

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

Björn Gulden (47) 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.

Björn 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-subsidaries 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.

Björn Gulden is currently member of the Supervisory Board of Tchibo GmbH in Germany and Expert ASA in Norway as well as member of the Advisory Board of Deichmann SE.

He holds an MBA from Babson Graduate School of Business (Boston, USA) and a Bachelors Degree in Business and Administration from University of Rogaland (Stavanger, Norway). Gulden has also spent some time as a student at Friedrich Alexander Universität (Erlangen, Germany) before commencing his career in business as a marketing and financial consultant at different firms in Norway.

As a former football professional, Gulden played for 1. FC Nürnberg in the German Bundesliga (Federal League) in 1984/1985.

Björn 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.

## **PUMA**

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PUMA is one of the world's leading Sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Creativity, SAFE Sustainability and Peace, and by staying true to the principles of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen, Mihara Yasuhiro and Sergio Rossi. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. The company, which was founded in 1948, distributes its products in more than 120 countries, employs more than 10,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit <http://www.puma.com>