

## **CURRICULUM VITAE**



### **ARNE FREUNDT** **Chief Commercial Officer**

#### **ENGLISH**

Arne Freundt joined PUMA in 2011 as a Global Director Strategy, before taking over PUMA's worldwide direct-to-consumer business as the Global Director of Retail and eCommerce in 2015. Since 2019, he has been General Manager for the Europe-Middle East-Africa (EMEA) region.

Before joining PUMA, Arne was a project manager at Siemens Management Consulting in Munich, leading projects in Europe, United States, China and India.

He holds an MBA from the Leipzig Graduate School of Management.

#### **DEUTSCH**

Arne Freundt kam 2011 als Global Director Strategy zu PUMA, bevor er ab 2015 als Global Director of Retail and eCommerce für PUMAs weltweites Direct-to-Consumer Geschäft verantwortlich war. Seit 2019 war er General Manager für die Region Europa-Naher Osten-Afrika (EMEA).

Vor seiner Zeit bei PUMA war Arne Projektmanager bei Siemens Management Consulting in München, wo er Projekte in Europa, den USA, China und Indien leitete.

Er hat einen MBA von der Leipzig Graduate School of Management.