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MAMMUT APPOINTS NEW CHIEF COMMERCIAL OFFICER

Seon, September 21st, 2022 – The Swiss outdoor company Mammut Sports Group AG ("Mammut") appoints Felix Muennich as the new Chief Commercial Officer, effective November 1st, 2022. After 18 years in the sporting and consumer goods industry, most recently at Nike, Muennich is now joining Mammut. Following Heiko Schaefer (CEO) and Paul Cosgrove (CPO), Mammut is filling another central position for the future with Felix Muennich as CCO.

With a broad international background, Felix Muennich is an experienced leader in the sporting and consumer goods industry. He will assume his position as Mammut's new CCO on November 1st, 2022, bringing a strong mix of experience both in DTC and B2B. His skillset unites a vast knowledge of retail, sporting goods, and strategy. Over the past twelve years, Muennich has worked for Nike in various positions ranging from general and wholesale management to cross-channel DTC leadership. Most recently, he operated as the VP Inline Stores for EMEA. Before that, Muennich had been with the Boston Consulting Group for six years.

Mammut welcomes a liked-minded outdoor enthusiast within its ranks: As a passionate skier and hiker, Muennich draws energy and inspiration from being in the mountains.

Felix Muennich, CCO at Mammut, remarks: "Mammut is a unique brand with a great history, heritage, and an unrivaled performance promise for anyone venturing into the mountains. It is an incredible privilege to be given the opportunity to help grow and elevate this business. I am excited to work with our strong commercial team to build our DTC presence and, just as importantly, grow our strong B2B partnerships to serve our consumers and mountain athletes."

Heiko Schäfer, CEO at Mammut, comments: "With over 18 years of experience in the sporting and consumer goods industries, Felix is a true commercial expert. I am convinced that Felix will use his full energy and expertise to grow our business across all sales channels. I am very grateful that Simen Mørdre, our CCO ad interim until now, hands over a strong and driven team. I look forward to continuing to work with Felix, and our highly committed commercial team."

About Mammut

Mammut is a Swiss outdoor company founded in 1862 that offers mountain sports enthusiasts worldwide high-quality products and unique brand experiences. For 160 years, the world's leading premium brand has stood for safety and pioneering innovation. Mammut products combine functionality and performance with contemporary design. With its combination of hard goods, footwear, and clothing, Mammut is one of the complete suppliers in the outdoor market. Mammut Sports Group AG is active in around 40 countries and employs approx. 800 people.

mammut.com

Contact

Mammut Sports Group AG
Industriestrasse Birren 5
CH-5703 Seon

Public Relations

Phone: +41 (0)62 769 82 71
pr@mammut.com
mammut.prezly.com