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## MAMMUT FIGUREHEAD BECOMES TEAM CAPTAIN

STEPHAN SIEGRIST TAKES OVER LEADERSHIP OF THE  
MAMMUT ATHLETE TEAM



**For over 25 years, Stephan Siegrist has been an indispensable part of the Mammut family and a globally respected alpinist. As a committed Mammut Pro Team athlete, he has not only represented and shaped the Mammut Swiss 1862 brand and its products over the last quarter of a century but will continue to play an active role in shaping them in the future: The exceptional climber and mountaineer, who is still an active athlete, will now take over the leadership of the athlete team.**

A few weeks ago, Stephan Siegrist was honored at the FIFAD Alpine Festival with the "Le Mérite alpin" award for his life's work. Nevertheless, he has not had enough and, in July 2021, extended his contract with Mammut as a Pro Team athlete for another three years. In addition to his projects as a mountaineering athlete, Stephan is now taking the next step in its collaboration with Mammut and entrusting him with the leadership of the athlete team. From November 1, 2021, he will combine his knowledge and experience as "Head of Athletes & Ambassadors".

When discussing his new double role, Stephan Siegrist said: "I have been a Mammut Pro Team athlete for 25 years – and I will continue to be. I not only know the athlete side, but over the years, I've also gotten to know Mammut's perspective. I really appreciate knowing

that Mammut has been by my side as a partner for a quarter of a century. I can now use my knowledge and experience to manage the athlete team at Mammut, which makes me enormously happy. I have known a lot of the athletes for many years, and as part of them, I know the needs of the team. My goal is to strengthen the exchange between the athletes and Mammut and, as a connector, bring the team even closer together. I am motivated to tackle this challenging and enriching task."

Mammut CEO Oliver Pabst sees great potential in the newly established athlete team: "I am personally excited about the more intensive collaboration with Stef. He has represented Mammut for 25 years with great joy and commitment. He is now also taking the next – more operational – step together with us. All of us and our athletes & ambassadors will benefit from his experience, enthusiasm, and ideas. Welcome, Stef, in your new role!"

In his new role, he acts as a spokesman for the athletes' input, involves them in innovations and product developments at Mammut, advises them on their projects, and accompanies younger athletes by passing on his experience to the next generation. It will be interesting to see what the next 25 years will bring.

#### **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 almost 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](http://mammut.com)

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