



## **PRESS RELEASE**

### **PUMA APPOINTS MARIA VALDES AS GENERAL MANAGER SPORTSTYLE**

**Herzogenaurach, Germany, October 16, 2020** - Sports company PUMA has appointed Maria Valdes (36) as the new General Manager of the business unit Sportstyle, the company's largest business unit by revenue.

Maria has been with PUMA for ten years and most recently worked as Senior Head of Product Line Management Footwear in the business unit Sportstyle. Before joining PUMA, she worked in product development and marketing for both L'Oréal and Inditex. In her new role, she will report directly to PUMA CEO Bjørn Gulden.

After more than 18 years with PUMA, Reinhard Dischner, the current General Manager of the business unit Sportstyle, has decided to leave the company at the end of the year. Until then, he will stay with PUMA to ensure a smooth transition to Maria.

"It is great to see that we were able to fill this important role from within the organization," said PUMA CEO Bjørn Gulden. "This ensures a smooth transition and continuity, which are important, especially in these turbulent times. I wish Maria all the best in her new role and I would like to thank Reinhard for the great job he has done for our company. He played a very important role in our success."

#### **Media Contact:**

Kerstin Neuber - Corporate Communications - PUMA SE - +49 9132 81 2984 – [kerstin.neuber@puma.com](mailto:kerstin.neuber@puma.com)

## **PUMA**

---

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany.