



BOGNER



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Bogner appoints Heinz Hackl as Chief of Sales, Retail and Licences

With effect from 15 March 2018, Willy Bogner GmbH & Co. KGaA is appointing the renowned restructuring expert Heinz Hackl as the new Chief of Sales, Retail and Licences.

The 52-year-old, who studied Business Management at LMU Munich and completed his MBA at INSEAD, Fontainebleau, consistently shaped the development of the fashion brand René Lezard over the last ten years as CEO and shareholder. During this time, he initially steered the company

successfully through early self-management in a very short time as part of a protective screen.

Further distinctive roles in the career of the keen skier, who was among the top ten German skiers in his youth, include fundamental training in Brand Management (FMCG) at Cadbury Beverages in North America, Strategy Consultant at Boston Consulting, Director of Marketing at Marc O'Polo, and CEO at Joop!.

Willy Bogner GmbH & Co. KGaA, based in Munich, is an internationally successful lifestyle company and the leading provider of exclusive sport fashion, luxurious sportswear and designer fashion. The company employs over 800 people worldwide and appears in over 50 countries with the Bogner (Woman, Man, Sport, Kids) and Bogner Fire Ice brands as well as licences. The company, which has existed since 1932, is led by CEO Andreas Baumgärtner, while the owner is Willy Bogner, the son of the founder. More information at bogner.com