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## MAMMUT APPOINTS NEW CPO

**Seon, June 9<sup>th</sup>, 2022 – The Swiss outdoor company Mammut Sports Group AG ("Mammut") appoints Paul Cosgrove as the new Chief Product Officer, effective October 1<sup>st</sup>, 2022. For Cosgrove, Mammut is the fourth station in the outdoor industry, after Montane, Berghaus, and most recently Haglöfs, where he operated as Global Product Director. Following the appointment of Heiko Schaefer as the new CEO, Mammut is filling another central position for the future with Paul Cosgrove as CPO.**

British Paul Cosgrove is an experienced outdoor industry leader. Commencing in fall 2022, as Mammut's new CPO, he brings the optimal technical mix of experience – from developing smaller performance brands such as Montane, larger companies like Berghaus, and most recently developing a very successful product range at the Swedish brand Haglöfs. Cosgrove has a vast knowledge in global sourcing, collaborating with suppliers, leading product development teams, and creating sustainable product ranges while being very consumer-centric and commercial.

Cosgrove's genuine passion for the outdoors is evident, whether ski touring or hiking with his family in the mountains. With Paul Cosgrove, the leading Swiss outdoor brand Mammut fills another key role for a successful future. The dedicated team around Cosgrove will continue to shape Mammut's product range with quality and innovation at its core.

**Paul Cosgrove** remarks: "Mammut is an extraordinarily special brand in the outdoor industry, and it's a real privilege to have been given this opportunity. In my eyes there's no other brand that has consistently created exceptional performance mountain gear for so long and has also been at the very center of mountain exploration and human endeavor in the world's remote mountain ranges. I will inherit a fantastic product legacy and a strong, talented team, and we will take this brand together to new heights."

**Greg Nieuwenhuys**, Executive Chairman at Mammut, comments: "Paul is an outdoor product expert with 20 years' experience. He has a proven track record in developing some of the most commercial and technical product ranges. I am confident Paul is the right leader for our product team, which already has so many passionate and talented people. At the same time, I am grateful to Thomas Hodel for his dedication in the previous months and look forward to continuing working with Paul, Thomas and the 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](http://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](mailto:pr@mammut.com)  
[mammut.prezly.com](http://mammut.prezly.com)