

New Balance names Peter Russell Performance Category Manager as brand drives growth across EMEA Region

New Balance the global performance athletic brand has announced the appointment of Peter Russell as Performance Category Manager for the EMEA region. Russell has built up a broad spectrum of experience in the running industry where he has held a series of product related positions with Asics, Mizuno, and Reebok.

He is well versed in all aspects of merchandising strategy and sales development, having worked closely with sales, marketing and product teams with extensive key account involvement, both in the UK and Europe. He has also been responsible for overseeing the progression of product briefings as it extended to the formulation of global product design and development.

“This prominent appointment is an important step in our ambitious strategy to continue driving our global business forward, enhance product assortments and grow our retail presence.” Said Jon Ram, New Balance’s EMEA Managing Director.

Picking up on this theme, Steve Ettridge, Group Manager International Marketing and Product commented “We are renewing and intensifying our focus on sales, service and retail support in the EMEA region and around the world.

He continued: “We have taken on the challenges thrown down by a testing economic environment and a demanding and competitive market place, by ramping up our investment in the key areas of advertising, market research and product development, all as part of a bold and progressive design to meet our long term goals of systematic growth.

New Balance has achieved solid growth, especially in the running sector, over recent years, and it is the company’s heightened concentration on delivering superior products that will enable the brand to increase market share over the next five years

New Balance, une approche unique dans la conception de chaussures de sport

New Balance, implanté à Boston (Etats-Unis), a la mission suivante : tout en faisant preuve d'une direction responsable, la marque érige des marques internationales que les athlètes sont fiers de porter, que les associés sont fiers de créer et que les communautés sont fières d'accueillir.

New Balance emploie plus de 4 000 personnes à travers le monde et a atteint un chiffre d'affaires de 1,63 milliards de dollars US en 2007.

Plus d'informations sur New Balance : www.newbalance.fr

Contact presse : North Communication - Tel : 01 45 45 61 23 – e-mail : helene@north.fr

**NORTH
COMMUNICATION**

tel + 33(0)1 45 45 61 23 – fax : + 33(0) 1 45 45 61 44 – site web : www.north.fr