



ANTONIO BERTONE



Deputy Member of the PUMA Board of Management
Chief Marketing Officer for PUMA AG

As the Chief Marketing Officer, Antonio Bertone's creative talent and influence can be seen throughout all facets of the PUMA brand. His ability to create trends and understand the changing needs of today's consumer have been key to PUMA's current popularity as a cutting-edge global athletic company.

Bertone's career with PUMA began in 1994 as a youth marketing consultant. After six months he was brought on full-time as part of the North American product and marketing departments. In just three years at the age of 26, he was promoted to Global Director of Brand Management overseeing worldwide advertising, brand strategy, and special projects.

A visionary who has pioneered many PUMA concepts in the marketplace, he has helped bring PUMA to its unique standing in the marketplace through the company's current mission statement: to be the most desirable sportlifestyle brand in the world.

Of Sicilian descent, Bertone spent his childhood between the United States and Partanna, Sicily. He currently resides in Winchester, Massachusetts with his wife Alexandra, daughter Lily and son Leo.