



## **adidas Group appoints new leaders for Global Sports Marketing and Central Europe**

**Herzogenaurach, May 2nd, 2013** – The adidas Group today announced the appointment of new leaders for Global Sports Marketing & Sport Relations and Managing Director adidas Group Central Europe. Following the tragic death of Michael Riehl, Günter Weigl will succeed him as SVP of Global Sports Marketing & Sport Relations. Currently, Jimmy Weigl is Managing Director adidas Group Central Europe. Winand Krawinkel, currently Managing Director adidas Group South Africa, will succeed Jimmy as MD adidas Group Central Europe. Both appointments will be effective July 1st, 2013.

In his new role, Günter “Jimmy” Weigl (48) will be responsible for all major adidas partnerships with federations, leagues, clubs, athletes and all other Sport Relations activities. He will report directly to Erich Stamminger, adidas Group Executive Board Member, responsible for Global Brands. Jimmy will also work in close cooperation with adidas Group CEO, Herbert Hainer, for all Sport Relations aspects.

Jimmy Weigl joined adidas in 1992. Over the past years, he has held various key positions in the organization. Until 2006, he was responsible for Global Football. Under his leadership, the adidas football category achieved strong growth in net sales, extended its market leadership and was the dominant brand at the 2006 FIFA World Cup in Germany. In 2007, he moved to Spain where he successfully led Market Iberia as MD, continuously developing the market share. In 2010, Jimmy moved back to Germany to take over his current position as MD Central Europe, overseeing a portfolio of ten countries, including Germany, Austria and Switzerland. Under his leadership, major organizational changes were successfully implemented, while Market Central continuously delivered excellent business results.

Winand Krawinkel (49) joined adidas in 2006 as Head of Business Development for the former Region Europe/Middle East/Africa. He had previously gained valuable experience in Marketing and Sales with global players such as Sony, Samsung and AEG Electrolux and also held the position of Managing Director for FIFA Marketing AG. In 2007, Winand Krawinkel moved to Italy to take on the position of Marketing Director for Sport Performance and Sport Style at adidas Italy, where he strongly contributed to the growing success in that market. In 2011, he was appointed Managing Director adidas Group South Africa. Under his leadership, adidas Group South Africa maintained its momentum after a highly successful FIFA World Cup

in 2010 and has also accelerated its growth – both in terms of sales and market share. In addition, Winand Krawinkel has also played a key role for Emerging Markets in leading the adidas Group’s expansion into other areas on the African continent. In his new role, Winand Krawinkel will report directly to Roland Auschel, Chief Sales Officer Multichannel Markets.

A new MD adidas Group South Africa will be announced in the near future.

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