**REEBOK APPOINTS MELANIE BOULDEN AS**

**VICE PRESIDENT OF MARKETING**

**FORMER MARKETING HEAD AT CRAYOLA TO LEAD BRAND’S**

**GLOBAL MARKETING EFFORTS**

BOSTON, Mass. – April 19, 2018 – Today, Reebok announced the appointment of Melanie Boulden as Vice President of Marketing. Boulden will lead Reebok’s global marketing strategy and execution. She will report to Reebok President Matt O’Toole.

Boulden was most recently Senior Vice President of Global Marketing at Crayola. She led the company’s marketing organization in the areas of consumer insights, product innovation, brand/portfolio management, marketing communication and creative services. Boulden has also held senior marketing positions at Kraft Foods and Henkel.

“We are thrilled to welcome Melanie to the Reebok family,” said Reebok President Matt O’Toole. “She is a proven leader and has been tremendously successful in driving impactful consumer-focused marketing strategies throughout her career. As we strive to be the best fitness brand in the world, Melanie will ensure that we deliver a premium consumer experience at every touchpoint.”

During Boulden’s time at Crayola, the brand exceeded its worldwide sales and profit expectations and grew market share in nine product categories. She also transformed the brand’s historically TV-focused media strategy to a balanced digital and content marketing-led plan.

“Melanie also brings a diverse background and a variety of experiences from other industries that will bring new and innovative thinking to Reebok,” said O’Toole. “This will be invaluable as we work to connect with more consumers and bring new innovations to the market.”

“I am incredibly excited to be part of this amazing, iconic brand,” said Boulden. “Reebok has a long, rich heritage and has been a brand I’ve admired for many years. What’s most exciting is that Reebok today is a brand with a truly inspirational message and purpose. It’s universal and resonates with millions of people around the world who are looking to live a fit and happy life. My focus is to ensure that we have the very best integrated marketing approach to reach as many consumers as we can with this powerful message.”

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**Media Contacts**

Andrea Nirsimloo

M&C Saatchi Sport & Entertainment

(+1) 646 619 2813

[andrea.nirsimloo@mcsaatchi.com](mailto:andrea.nirsimloo@mcsaatchi.com)

Dan Sarro

Reebok Corporate Communications

[Daniel.sarro@reebok.com](mailto:Daniel.sarro@reebok.com)

**ABOUT REEBOK**

Reebok International Ltd., headquartered in Boston, MA, USA, is a leading worldwide designer, marketer and distributor of fitness and lifestyle footwear, apparel and equipment. An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied fitness heritage. Reebok develops products, technologies and programming which enable movement and is committed to accompanying people on their journey to fulfill their potential. Reebok connects with the fitness consumer wherever they are and however they choose to stay fit – whether it’s functional training, running, combat training, walking, dance, yoga or aerobics. Reebok Classics leverages the brand’s fitness heritage and represents the roots of the brand in the sports lifestyle market. A subsidiary of adidas, Reebok is the exclusive outfitter of CrossFit and the CrossFit Games; the exclusive authentic global outfitter of UFC; the title sponsor of the Reebok Ragnar Relay series; and exclusive apparel provider for Les Mills.

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