

## **BILL BETTENCOURT APPOINTED GLOBAL GENERAL MANAGER AT RVCA**

*By Kailee Bradstreet*

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**BILL BETTENCOURT APPOINTED GLOBAL GENERAL MANAGER AT RVCA:** Billabong CEO Neil Fiske today announced the appointment of Bill Bettencourt to the role of Global General Manager, RVCA. Reporting to Neil Fiske, Bill Bettencourt is returning to the Action Sports industry after a four year stint with Sperry Top Sider where the brand enjoyed unprecedented growth during his tenure as Senior Vice President, Sales and Marketing.

“Bill Bettencourt’s appointment as Global General Manager, RVCA represents another important step as we align the organization to our strategy,” said Neil Fiske. “Bill is a brand builder with a go-to-market skill set that will help realize the tremendous growth potential of the brand globally. His international leadership experience in athletic and action sports will be a big asset for the RVCA brand.”

“RVCA is a rare brand that resonates across geographies and connects with individuals,” said Pat Tenore, Founder, President and Creative Director, RVCA. “Bill’s triad of talent encompassing product, sales and global expansion is unique. We are excited to have him on board and I look forward to working with him to execute the RVCA vision.”

“I am excited to join the experienced team that has been put together at Billabong and to work with Pat Tenore and the team at RVCA to realize the global potential of this great brand,” said Bill Bettencourt. “RVCA is a brand unlike any other, authentically merging art, culture, community and action sports and embracing individual self-expression. The global potential for RVCA is tremendous and I cannot wait to expand upon the incredible work that has been done to date.”

Previous to Sperry Top-Sider, Bill spent five years at Vans last holding the position of Vice President, Product and Marketing. In this capacity he had global responsibility for design, development, product merchandising and marketing for Vans footwear/apparel, Vans Snowboard Boots and ProTec equipment. Bill’s experience also includes eight years at Reebok International, where he led global marketing. A native Californian and avid surfer, Bill and his wife Carrie will be returning home to SoCal.

With the appointment of Bill Bettencourt, the Executive Leadership Team reporting to CEO, Neil Fiske is now complete.