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Under Armour Appoints Stephanie Pugliese as President, North America

By SGB Media

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Under Armour Inc. announced the appointment of Stephanie Pugliese, former CEO of Duluth Trading Company, as president, North America.

With more than 25 years in branded apparel, retail and merchandising, Pugliese's multi-disciplined, public company background brings proven expertise to Under Armour's leadership team. She will report directly to President and Chief Operating Officer Patrik Frisk and is expected to start on Sept. 16.

"We are thrilled to have Stephanie join Under Armour as President of our North American business," said Frisk. "Her demonstrated record of leadership and retail expertise significantly strengthens our ability to further amplify Under Armour as the preeminent athletic performance brand in our home market."

Frisk continued, "Our strategy in North America continues to be centered on three main elements: a focus on premium, full price distribution to protect the Under Armour brand; deepening the connection with our consumers; and an unrelenting prioritization around operational excellence. It is leadership that ultimately brings these elements into alignment and gives us increasing confidence in our ability to build an even more powerful brand while increasing long-term, shareholder return."

Pugliese joins Under Armour from Duluth Trading Company where she served as president and chief executive officer. After joining Duluth in 2008, Pugliese held executive positions in product development, merchandising and marketing before assuming the role of president in 2012, and president and chief executive officer in 2015 when she led the company through its initial public offering. She also served as a member of Duluth Trading Company's board of directors. Earlier in her career, Pugliese held several executive positions with Lands' End, Inc. and Ann, Inc. She has a Bachelor of Arts degree in marketing from New York University Stern School of Business.



Pugliese replaces Jason LaRose, who left in April and became CEO of Equinox Media, the digital content platform of Equinox Group. Equinox Group operates a number of fitness clubs, including Equinox, SoulCycle and Precision Run. LaRose had been president, North America since 2016.