Lacoste’s head of North and Central America exits, joins Sperry

By Olivier Guyot - February 21, 2020

Joëlle Grunberg has worked for seven years at Lacoste, where she experienced first-hand the in-depth transformation undergone by the French sportswear label, bought by Swiss group Maus Frères in 2012.

After taking charge of Lacoste in France for two years, Grunberg, who formerly led the jewellery division of Galeries Lafayette and was the CEO of the Celio Club menswear business, moved to the USA in 2015, as president North and Central America for Lacoste.

She was directly involved in the stunning growth of Lacoste in the last few years, as revenue for the brand led by Thierry Guibert topped the €2 billion mark. A result that was notably driven by Lacoste’s performance on the US market. The French brand has not indicated the name of her successor.

It is a new challenge for Grunberg, who since last year has also been an independent board director of Ecco USA, the US subsidiary of the Danish footwear brand. She has joined US footwear specialist Wolverine Worldwide as global brand president of Sperry, taking over from Tom Kennedy, who has been appointed worldwide president of all the group’s brands.

Sperry was founded in 1935 in the USA, and is renowned for its smart boat shoes. It is one of the labels belonging to the Wolverine Worldwide group, which also owns Merrell and Saucony. For the 2019 financial year, whose results will be published on February 25, the group is forecasting a global revenue of €2.28 billion.

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