

KMD Brands Limited
ASX / NZX / Media announcement

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KMD Brands announces Kathmandu brand CEO appointment

KMD Brands Limited (ASX/NZX: KMD, “KMD Brands”), a global outdoor, lifestyle and sports company, is pleased to announce that Megan Welch has been appointed as the Chief Executive Officer (CEO) of Kathmandu.

Megan will be based in Christchurch, Aotearoa New Zealand, at Kathmandu’s Head Office, and takes over from Michael Daly, Group CEO and Managing Director of KMD Brands, who has been caretaking the role in addition to his role at the Group. Daly’s role as Group CEO and Managing Director remains unchanged, and the incoming CEO will report to him.

With extensive global brand and product experience, Megan joins Kathmandu from Crocs where she served as Senior Vice President and General Manager Asia Pacific in Singapore.

Michael Daly, Group CEO and Managing Director KMD Brands, said “We’re thrilled to welcome Megan into KMD Brands, as CEO of ANZ’s leading outdoor brand Kathmandu. She has a proven track record for growth, and strong international experience.

“Megan’s multi-channel expertise across retail, wholesale and digital, make her the ideal leader for Kathmandu as we continue to grow the business and expand our global presence. Megan joins the Executive Leadership Team at KMD Brands and will work alongside fellow brand CEOs Brooke Farris (Rip Curl) and Amy Beck (Oboz).”

Megan Welch, CEO Kathmandu, said “I’m so excited to join Kathmandu, an outdoor brand with such a strong heritage and reputation for quality, sustainability and innovation. With the brand leading in the ANZ market, but new to Europe and North America, I’m looking forward to partnering with Michael and my new team to accelerate the momentum.”

Having started with Crocs in its early days, joining pre-IPO, Megan has lived and worked in Europe, the US and Asia, and has a reputation for driving revenue and profit growth in the various leadership roles she has held during her tenure with the Crocs brand.

Megan will take up the position of Kathmandu CEO effective from 7th August 2023.

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