

Roland Auschel

Chief Sales Officer Multi Channel Markets

Personal Data:

Born:	1963 in Bad Waldsee, Germany
Nationality:	German
Marital status:	Married, 2 children
Education:	Degree in Business Studies ("Diplom-Betriebswirt"), BA European Business Studies (UK), MBA (US)

adidas Career:

10/89 – 10/90	Strategic Planning
10/90 – 12/91	adidas International – BU Manager International Accounts
01/92 – 03/93	Key Account Manager Europe
04/93 – 12/93	adidas UK – Sales Reorganization
01/94 – 03/96	adidas Germany – Regional Sales Manager
04/96 – 12/97	adidas International – Head of Business Development Accessories
01/98 – 12/99	Managing Director adidas Austria
01/00 – 12/00	Senior Vice President Region EMEA - Sales and Logistics
01/01 – 12/01	Managing Director Area Central (D, A, CH)
01/02 – 08/08	Head of Region EMEA adidas Brand
08/08 – 06/09	Head of Region EMEA adidas Group
since 07/09	Chief Sales Officer Multichannel Markets adidas Group

