

Arthur Höld

Global Sales



Arthur Höld was born in Illertissen, Germany, in 1969, and is a German national. He holds a degree in Business Administration and Advertising Management from Pforzheim University, Germany. Arthur joined adidas in 1998 from Bartle Bogle Hegarty, London, UK, where he started his professional career as an Advertising Account Manager. Between 1998 and 2011, he held various roles across Global Brands and Market EMEA at adidas in Herzogenaurach and Amsterdam. From 2011, he led the company's Originals business as SVP/GM Originals and became SVP Brand Strategy & Business Development in 2017. In July 2018, Arthur was appointed Managing Director Europe, and was i.a. responsible for the business restructuring of adidas and Reebok. Between 2020 and 2023, he held the role of Managing Director EMEA. In 2023, Arthur Höld was appointed to the Executive Board and is responsible for Global Sales.