

Bjørn Gulden

Chief Executive Officer & Global Brands



Bjørn Gulden was born in Zurich, Switzerland, in 1965 and is a Norwegian national. He obtained a Bachelor of Business Administration from the University of Rogaland, Norway, as well as an MBA from the Babson Graduate School of Business, USA. Between 1992 and 1999, he held various management positions at adidas in Herzogenaurach, ultimately as Senior Vice President of Apparel and Accessories. In 1999, Bjørn Gulden became Head of Product, Marketing and Sourcing at Helly Hansen in Norway, and remained on the company's advisory board for several years after his departure. From 2000, he was Managing Director of the Deichmann Group and President/CEO of Deichmann's US-American subsidiary Rack Room Shoes. From 2012 to 2013, Bjørn Gulden was CEO and from 2013 to 2018 a supervisory board member of the Danish jewellery brand Pandora. In 2013, he joined Puma SE in Herzogenaurach as Chief Executive Officer. From 2014 to 2022, he also was a member of the supervisory board of Borussia Dortmund GmbH & Co. KgaA. Since January 1, 2023, Bjørn Gulden has been a member of the Executive Board and Chief Executive Officer (CEO) of adidas AG, Herzogenaurach, Germany, and is also responsible for the business area Global Brands.

Bjørn is also:

- Chairman of the Board of Directors, Salling Group A/S, Brabrand, Denmark
- Member of the Supervisory Board, Tchibo GmbH, Hamburg, Germany