

## Hilary Hartley joins Thule Group as President Region Americas

**Hilary Hartley has been appointed Business Area President Region Americas for Thule Group and will become a member of the global corporate management team, reporting to CEO and President Magnus Welanders. Fred Clark, who holds the Region Americas President role today and who announced his decision to retire last autumn, will remain in the company until Hilary Hartley start in late April.**

Hartley brings to Thule Group over 25 years of global management experience in premium branded lifestyle, outdoor and sports industries. In this new role, he will oversee the Thule Group's sales, marketing, finance, business development and go-to-market approach for the North and Latin American markets, and he will be a key driver in improving distribution and go-to-market strategies.

"We are pleased to have Hilary join the Thule Group family and our corporate management team," said Magnus Welanders, CEO and President of Thule Group. "The Americas region is key for our long-term growth ambitions, and we place great importance on both the strong positions in North America and the fast growing Latin American markets. Hilary's vast experience, passion and determination, combined with the strong team in place will help him to excel in his new role and we look forward to growing our North and Latin American business under his leadership."

"Thule is a global industry-leading iconic brand for active consumers. I am proud and excited to be a part of the Thule Group family and look forward to working with Magnus and the rest of the company's management, as well as our North and Latin American partners. Thule has extraordinary potential among active consumers. With the passionate team in place, great products in multiple categories and strong local presence, we will drive long-term healthy growth for Thule Group and our partners in the region", Hartley commented.

Most recently, Hartley held the position of President North America at Victorinox Swiss Army. Prior to his time at Victorinox, Hartley has held senior management positions at Oakley North America, where he led significant growth across all distribution channels, as well as commercial leadership positions at Rossignol in North America and various additional markets.

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# Press Release

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## About Thule Group

Thule Group is a global world leading company of products for sports and outdoor activities. We make it easy for people to bring the things they care for, easily, securely and in style, when living an active life. Under the motto *Active Life, Simplified.* we design, manufacture and sell products within the four product categories **Sport&Cargo Carriers** (roof racks, roof boxes and carriers for transporting cycling, water and winter sports equipment, as well as roof top tents for mounting on cars), **Active with Kids** (bike trailers, strollers and child bike seats), **RV Products** (awnings, bike racks and tents for motorhomes and caravans) and **Packs, Bags & Luggage** (everyday backpacks, hiking bike packs travel luggage and camera bags).

Thule Group has about 2,400 employees at 9 production facilities and 35 sales offices worldwide. The Group's products are sold in 140 markets and in 2019, sales amounted to SEK 7 billion.

[www.thulegroup.com](http://www.thulegroup.com)

## Image Attachments

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[Hilary Hartley, Thule Group](#)

## Attachments

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[Hilary Hartley joins Thule Group as President Region Americas](#)