

PVH Corp. Announces Marie Gulin-Merle as First-Ever Global Chief Digital Officer
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- Newly Created CDO Role Will Lead PVH's Global Digital Strategy-

PVH Corp. [NYSE:PVH], one of the world's largest apparel companies and owner of iconic brands, including CALVIN KLEIN, TOMMY HILFINGER, Van Heusen, Speedo, and IZOD, announced today that Marie Gulin-Merle will assume the newly created role of PVH Chief Digital Officer (CDO), in addition to her current position as Chief Marketing Officer, Calvin Klein, Inc.

As Chief Digital Officer, Gulin-Merle will lead PVH's global digital strategy and transformation. She will focus on defining and executing the company's strategic priorities to drive consumer engagement and invest in and evolve how it operates by leveraging technology to be dynamic, nimble and forward-thinking.

"The world becomes increasingly more technology dependent and the retail landscape continues to change, making the role of CDO more important than ever to our business success," said Mike Shaffer, PVH Chief Operating and Financial Officer. "We believe this newly created role will fuel our transformation, enable us to react strategically to new disruptions and position PVH as a leader while building competitive advantages."

Gulin-Merle's responsibilities will include increasing the company's digital excellence, leveraging consumer insights and data capabilities, anticipating channel shifts and leading a digital council within PVH.

In addition to her role as CDO, she will retain her position as Chief Marketing Officer, Calvin Klein, Inc., reporting into Steve Shiffman, CEO of Calvin Klein, Inc. She will continue to focus on her work as the brand architect, evolving global marketing platforms and strategically driving consumer engagement.

Since joining PVH, Gulin-Merle has spearheaded important initiatives including building and aligning information capabilities with all regions, and upskilling PVH teams through a Digital Academy. And, working in cooperation with Google, she has forged a global strategic partnership to lead the industry in enterprise-level, data-driven marketing using a new ad-tech platform across PVH brands.

About PVH Corp.

PVH is one of the most admired fashion and lifestyle companies in the world. We power brands that drive fashion forward – for good. Our brand portfolio includes the iconic [CALVIN KLEIN](#), [TOMMY HILFINGER](#), [Van Heusen](#), [IZOD](#), [ARROW](#), [Speedo](#)*, [Warner's](#), [Olga](#) and Geoffrey Beene brands, as well as the digital-centric [True & Co.](#) intimates brand. We market a variety of goods under these and other nationally and internationally known owned and licensed brands. PVH has over 38,000 associates operating in over 40 countries and \$9.7 billion in annual revenues. That's the Power of Us. That's the Power of PVH.

*The Speedo brand is licensed for North America and the Caribbean in perpetuity from Speedo International Limited.

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