

# Rossignol Group Announces the Hiring of Tim Petrick as Global VP Sales and Marketing

Contributed by The Editors  
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Rossignol announced today that Tim Petrick has been named Vice President of Global Sales and Marketing effective as of the 1st of July. Petrick will be responsible for overseeing the worldwide strategic direction of the Dynastar, Lange, Look and Rossignol brands. He will work from its global headquarters in Moirans, France.

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"This exciting news is an important step in the re-alignment of the Rossignol Group to become a stronger, more focused, more profitable winter-equipment company," said CEO, Bruno Cercley. "I chose to hire Tim because he brings incredible passion as well as proven sales, marketing and brand-management experience. His input will strengthen all of our brands, improve our product planning and deliver more value to the Rossignol Group's retailers and consumers around the world."

Petrick has more than 35 years of experience in the winter sports business. He was a 3-time member of the Professional Ski Instructors of America National Alpine Demo Team, Director and head coach of the Aspen Ski Club, Associate Publisher of Powder Magazine, General Manager of Olin Skis and Executive Vice President of Booth Creek Ski Holdings. He is also a published sports photographer and has authored numerous articles and two books on the sport of skiing. Petrick was most recently Vice President of Global Sales for K2 Sports.

"Rossignol is arguably the greatest brand in the history of skiing," said Petrick. "It's an incredible honor to be associated with Rossignol, and it is a responsibility I take very seriously." Petrick goes on to say that "Dynastar, Lange and Look are also true legacy brands and are critical components of our future success."

Of his immediate plans, Petrick says, "We will set out to immediately clarify the strategies and positioning of this incredible portfolio of brands. We'll create collections that are easy-to-buy and easy-to-sell. We will strive to be a company that is easy to do business with, and we'll implement a business plan that will be sustainable for another 100 years."

North American President Francois Goulet is excited to have another ally in the global headquarters. "Tim definitely brings a global perspective to Rossignol and also a strong perspective on our markets that will allow us to deliver compelling products. This is a great move, and the entire team here is excited to have Tim on board and to work closely with him."

The Rossignol Group was purchased in November by CEO Bruno Cercley and the Chartreuse et Mont Blanc Company. The Group owns and distributes the Rossignol, Dynastar, Lange, Look and Kerma ski and snowboard brands. The Group's global headquarters is based in Moirans, France with production facilities in France, Spain and Italy. Its products are distributed around the world. The Group's intentions are to focus on its core competencies to best serve the winter sports equipment market.