

HUGO BOSS

Press Release

Miah Sullivan named Senior Vice President Global Marketing & Brand Communications at HUGO BOSS

Metzingen, April 16, 2021. Miah Sullivan has been appointed Senior Vice President Global Marketing & Brand Communications at HUGO BOSS AG, effective May 1. The American national, has held a number of management positions at both Luxottica and Furla and most recently as Chief Marketing Officer & General Manager eCommerce at St. John Knits.

Miah Sullivan's extensive proficiency in the digital transformation of marketing activities and her strong understanding of emotionalizing brands and products will be of vital importance for further enhancing the desirability of BOSS and HUGO and ensuring a customer-centric execution in all marketing projects to come.

If you have any questions, please contact:

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