

Metzingen, February 6, 2026

## DIETMAR KNOESS JOINS HUGO BOSS AS SENIOR VICE PRESIDENT GLOBAL HUMAN RESOURCES

Dietmar Knoess will assume the position of Senior Vice President Global Human Resources at HUGO BOSS as of February 16. He will succeed Jochen Eckhold, who joined HUGO BOSS in January 2019 and is leaving the company to pursue new professional opportunities.

"Jochen has helped shape HUGO BOSS into a modern employer, not least by introducing flexible working models and advancing the digitalization of our HR landscape. His achievements also include expanding our employee services with an even stronger focus on the overall employee experience. We thank Jochen for his dedication and wish him all the best for his personal and professional future," says Daniel Grieder, CEO of HUGO BOSS. "At the same time, we are pleased to welcome an excellent successor in Dietmar Knoess, who brings extensive experience as an HR leader across global organizations and who already knows HUGO BOSS. With his expertise in HR transformation and employer branding, as well as his strong ambition to create a forward-looking work environment that adds value for both employees and the company, we are confident that Dietmar will make an important contribution to the future of HUGO BOSS."

Dietmar Knoess held the role of Vice President People & Organization at Puma until October 2025 and spent 15 years with the company. From 2006 to 2010, he held the position of Global Director Human Resources & Facility Management at HUGO BOSS. Before that, Knoess worked in various senior HR roles at Wella (Procter & Gamble) and Tengelmann.

If you have any questions, please contact

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