

For Immediate Release:

# ***SALOMON***

We are excited to announce today that **Erik Anderson** has been promoted to the role of **Vice President of Winter Sports Equipment** for Salomon North America, effective January 1<sup>st</sup>, 2022. Erik will continue to support the US specialty sales organization for a transitional period until his successor as US Market Director is named.



Regarding his new role, Erik shared the following, “Prior to joining Salomon in 2012 I’d always respected and admired Mike Adams as a leader in the snow sports industry and held a similar regard for the Salomon brand, its relentless pursuit of progression and passion for sliding on snow. When I was approached with the opportunity to join Salomon and work with Mike, it was the high-water mark in my career.

“Today, accepting the baton from Mike and being entrusted with the future of Salomon Winter Sports Equipment in North America truly is an honor and a privilege. I’m incredibly fortunate to join the best team in the business and can’t think of three people I’d rather work with than Chris McKearin, Jeff Fox and Robert Lazzaroni. Their passion is contagious, their professionalism is unparalleled.”

Mike Adams added, “For the last 10 years, Erik has been an integral part of the growth and success of the winter sports equipment business. His appointment to Vice President of Winter Sports Equipment is well deserved. I wish him the best of luck.”

Our winter sports business is the backbone and heritage of our brand. I am confident that under Erik’s leadership we will continue our track record of success as the number one winter sports equipment brand in the industry. His collective experience and background make him a natural choice for this role.

I would also like to take the opportunity to once again, thank Mike Adams for his 25 years of service to the company. His achievements during this time were nothing short of outstanding and I wish him all the best for his future. As a reminder, Mike will continue with the company for the next six months as a Senior Advisor and will be helping Erik transition into his new role.

Jordan Judd

President & General Manager, Salomon North America