



PRESS RELEASE

PUMA appoints Archie McEachern as Vice President Basketball

Herzogenaurach, August 4, 2025 – Sports company PUMA has appointed industry expert Archie McEachern as the Vice President of its Basketball business unit, starting August 18, 2025. He will be based in Boston and report to PUMA's Chief Product Officer Maria Valdes.

Archie builds on a successful career in the sports industry with several international leadership roles in merchandising, product creation and sales at Nike and VF Corporation to his name. He also worked as the CEO of basketball innovation start-up 360 Hoops. At PUMA, Archie replaces Max Staiger, who left the company earlier this year.

"With Archie, we've brought on a seasoned expert who understands both product and the culture of our consumers," said Maria Valdes, PUMA's Chief Product Officer. "Basketball has always been a part of PUMA's DNA, and as the game continues to grow globally, we're confident that Archie will help elevate our legacy and expand our impact on and off the court."

Since returning to the sport in 2018, PUMA has seen very positive momentum for its basketball unit and created sought-after products such as the best-selling MB series of signature shoes and the All-Pro, which features PUMA's best-in-class foam technology

NITRO™. The company has signed several high-profile brand ambassadors including NBA and WNBA stars LaMelo Ball, Tyrese Haliburton and Breanna Stewart.

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PUMA

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 75 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.