



**SPORT 2000
INTERNATIONAL**

PRESS RELEASE

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New Arrival

New Marketing Manager for SPORT 2000 International

Mike Kerbage joined the international sports retail group in the role of Marketing Manager in September. As part of this role, the 35-year-old acts as the interface between the SPORT 2000 countries and SPORT 2000 International.

The marketing specialist's key tasks include brand management, brand development and brand communications at an international level. Kerbage, who is originally from France, is responsible for ensuring close collaboration and coordination with the SPORT 2000 marketing teams in the SPORT 2000 countries going forward, as well as managing campaigns. He is also tasked with further developing SPORT 2000's global retail formats, including the "absolute" and "generalist" concepts. *"Mike Kerbage is a dynamic marketing specialist who will play an active role in shaping our position as a strong and successful service organization within the sports industry. His expertise is key to strengthening the SPORT 2000 brand across national borders and raising the brand's profile as a key international player. Mike Kerbage's role as an interface will make it much easier to communicate and coordinate with those responsible for marketing in each country in the future," explains Margit Gosau, CEO SPORT 2000 International.*

At home in the sports retail world

Mike Kerbage graduated from the Claude-Bernard University in Lyon, France. On completing his master's degree in sports management, marketing and development, he joined the sports retail industry, taking on the role of marketing manager for renowned bike manufacturers including Look Cycle International and Mondraker. He later spent many years working as a freelance online marketing consultant and as a marketing manager for various German tech startups. He is also a family man and has a five-year-old daughter. Returning to the world of sports came as no surprise to the marketing expert: *"The sports retail industry made a deep impression on me from the very beginning. It feels right to me that I have now come*

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back full circle to where I started. We need a clear concept in order to tap the full potential of SPORT 2000 International at every stage when it comes to positioning and strengthening our brand. This will also allow us to make better use of the synergies between countries in the future. I am looking forward to working closely with everyone responsible for the group's marketing," says the new Marketing Manager, who is keen to get stuck into the tasks and challenges that await him at SPORT 2000 International. Kerbage speaks fluent French, Arabic, English, Spanish, and German.

SPORT 2000 International

With 3,555 businesses in 23 countries, SPORT 2000 International is the second largest retail organization of independent sports retailers in Europe, employing over 35,000 employees. In 2018, the sports retail company generated a total revenue of EUR 3.9 billion.



Photo:

Caption: Mike Kerbage joined the SPORT 2000 International team as Marketing Manager in September

Credits: SPORT 2000 International (photo may be reproduced if cited)

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