

MANAGEMENT

EXECUTIVE MANAGEMENT

TONI HAARBURGER

Executive

Toni has been involved in the retail industry for 34 years. She began her retail career with Woolworths before moving to Totalsports in 1988 where she was instrumental in the establishment of the business. She is the former chief operating officer and was an executive director of Holdsport until 2013. She continues to manage various strategic initiatives.

ANTHONY SHAW

Operations Executive

Anthony joined Totalsports in 1994 as a store manager and was promoted to the level of regional manager in 1997. In February 2001 he was appointed as operations executive for Outdoor Warehouse and subsequently to his current position as operations executive for Sportsmans Warehouse in 2012.

KOBUS POTGIETER

Managing Executive – Outdoor Warehouse

Kobus joined the group in 2012 with nearly 20 years' experience in the marketing field, including two years as the marketing manager for KWV. Kobus was initially responsible for the marketing portfolio of the group but was appointed to run the Outdoor Warehouse chain in 2015.

JOHAN STRYDOM

E-Commerce Executive

Johan was appointed as e-commerce executive in 2014 and is tasked with driving the group's various digital and online marketing and sales strategies. Johan joined Holdsport from the Naspers group. He has more than 15 years' experience in the online financial payments, e-commerce, real estate and media portal industries.

STUART YOUNG

Chief Executive Officer of Wholesale Division

Stuart was appointed in 2016 as the CEO for Performance Brands and manages the execution of the Wholesale Division's operational, marketing and merchandise strategies. Stuart has 26 years' experience in creating and building businesses and brands.

ANDRÉ VAN ZYL

Chief Operating Officer of Performance Brands

André joined the group in 2008 and has had various financial management roles whilst being responsible for the group's logistics and distribution processes. He was appointed as the general manager for Performance Brands in April 2015 and as chief operating officer in April 2016 where he is responsible for its operations and new business opportunities.

ALISON RILEY

Planning Executive

Alison is responsible for the development and maintenance of the merchandise planning processes. Alison has played an integral role in the sophistication of the group's IT systems. She joined Sportsmans Warehouse in 1997 as an apparel planner. She fulfilled numerous roles within the merchandise department before being appointed to her current position in 2002.