

MAKE NEW POSSIBLE

TOMMY  HILFIGER
FASHION FRONTIER
CHALLENGE

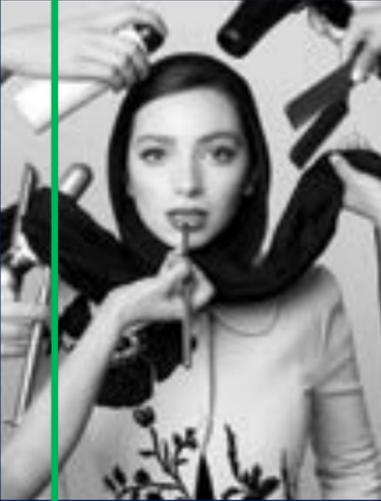
MAKE **NEW** POSSIBLE

THE JURY



TOMMY HILFIGER

Since launching his namesake brand in 1985, Tommy Hilfiger has become globally renowned as the pioneer of classic American cool style. Inspired by iconic pop culture and Americana heritage, the designer and his brand are driven by an ever-optimistic vision to break conventions and celebrate individuality. Today, under Hilfiger's guidance, vision and leadership as Principal Designer, *TOMMY HILFIGER* is one of the world's most recognized lifestyle brands that shares its inclusive and youthful spirit with consumers worldwide.



NOOR TAGOURI

Noor Tagouri is an award-winning journalist and producer. Her documentary and subsequent podcast series, *Sold in America: Inside Our Nation's Sex Trade* received a Gracies award for Best Investigative Series. Noor is a touring speaker and brand consultant focused on identity, representation in media, and breaking barriers through storytelling. Noor recently announced the launch of her own production company, At Your Service, which has partnered with Pulse Films on her upcoming series, *In America with Noor*.



DANIEL GRIEDER

As CEO, Tommy Hilfiger Global and PVH Europe, Daniel Grieder has been instrumental in evolving *TOMMY HILFIGER* into one of the world's most recognized premium lifestyle brands, led by a Rolling Vision. His passion for speed, innovation and digitalization led to the launch of pioneering initiatives, including the Digital Showroom, which set a new industry benchmark for selling; the Store-of-the-Future, which blends traditional shopping with digital innovation, customization experiences, and a signature social setting and 3D design in product, which supports the transformation of the brand's value chain. During his tenure, the company expanded to over 100 countries with more than 2,000 retail stores and global retail sales of \$8.5 billion in 2018.

Daniel Grieder has over 30 years of international experience as managing director, founder, president and CEO. As part of the pan European launch of Tommy Hilfiger in 1997, Daniel introduced the brand in his native home of Switzerland and Austria and he was appointed CEO, Tommy Hilfiger Global, in addition to his continued role as CEO, PVH Europe in 2014.



MARTIJN HAGMAN

Martijn Hagman is the Chief Financial Officer for Tommy Hilfiger Global and the Chief Operating Officer for Tommy Hilfiger Global and PVH Europe. In these capacities, he oversees finance, digital business transformation and business development.

Martijn joined Tommy Hilfiger in 2008 as Group Controller based in Amsterdam. In 2009 he was promoted to Vice President, Group Finance, and, following PVH's acquisition of Tommy Hilfiger in May 2010, he transitioned to the Tommy Hilfiger Europe organization as Senior Vice President, Finance. Martijn was appointed as Chief Financial Officer, PVH Europe, in April 2013 and extended his oversight to include Tommy Hilfiger's global operations in September 2014, and also assumed the role of Chief Operating Officer in November 2017.

Prior to joining Tommy Hilfiger, Martijn worked at Ernst & Young for 10 years within the International Audit practice, based in both the Amsterdam and San Jose, California offices. Martijn graduated from the University of Amsterdam with a Masters in Business Economics in 1998. He is a Dutch Certified Auditor (RA) and has a CPA license with the California Board of Accountancy.



STEVEN SERNEELS

After selling his company, Steven joined Ashoka, Washington, in 2011, where he focussed on collaboration between social entrepreneurs and corporations. Today, Steven is CEO of EVPA, Europe's platform for Venture Philanthropists and Social Investors, and chair of the Corporate Social Investment Initiative. He is investor of SI², a for profit social impact fund, and chairman of Kampani, an impact investment fund to unlock the potential of entrepreneurial farming in the South. He is board member of Institute of Tropical Medicine (ITG) and co-founder and chairman of Iristick, developing, producing and commercializing smart safety glasses, both for Industry and Society.



KATRIN LEY

As the inaugural Managing Director of Fashion for Good, Katrin Ley steers the organization's global efforts to enable the invention and widespread adoption of good fashion practice by harnessing the power of innovation, practical action and cross-sector collaboration to drive the transition to a circular textile industry.

Katrin has more than 20 years of relevant industry experience in fashion and impact investing. Before Fashion for Good, Katrin worked at Pymwycim, the "Put Your Money Where Your Meaning Is Community" of European wealth holders who invest for impact. Prior to that, she was Managing Director within the Adidas Group (U.S. and the Netherlands) and a Principal at Boston Consulting Group (Germany and Scandinavia) – with a focus on private equity, consumer goods and technology. Katrin was named a Young Global Leader by the World Economic Forum and is the founding curator of the Amsterdam Global Shapers Hub.

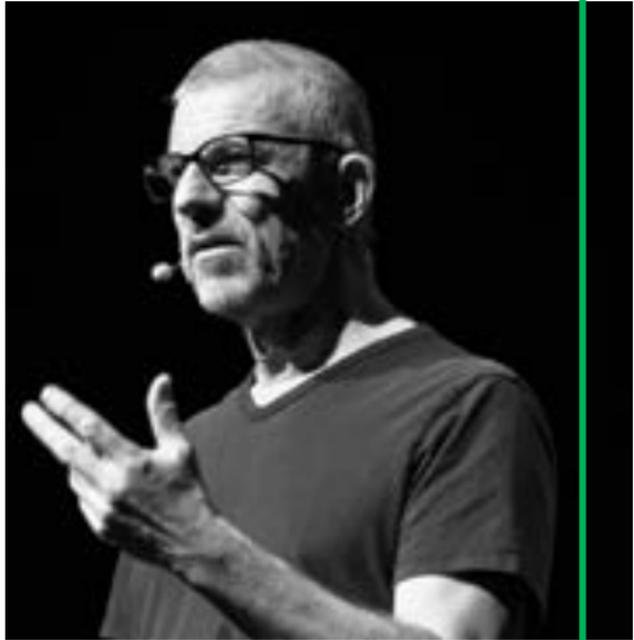


WILLEMIJN VERLOOP

Willemijn Verloop is Founder and Director of Social Enterprise NL (the Dutch National Platform for Social Entrepreneurs) and founding partner of Social Impact Ventures, a leading Dutch impact investment fund. She is a serial social entrepreneur and Supervisory Board Member of several social ventures, such as Tony's Chocolonely and TheSocialMedwork. Willemijn has written extensively on the topic of social venturing and has co-authored books such as *Social Enterprise Unraveled*, *Verbeter de Wereld begin een Bedrijf* (2015) and *Zaken die je Raken* (2018). Prior to spearheading the social impact movement in the Netherlands, Willemijn was Founder and CEO of War Child, the international NGO that supports children in war zones, where she is currently still Vice President of the Board.

MAKE **NEW** POSSIBLE

EVENT PRESENTATION



DAVID BECKETT

David Beckett is an international pitch coach and TEDx speech coach, who has trained more than 800 start-ups to win over €195 million in investment, working especially with social enterprises and environmental challenges. He has also trained more than 10,000 professionals in 27 countries; is the creator of The Pitch Canvas©; and the author of the book *Pitch To Win*.