Short profile of Ashish Sensarma
CEO of Wolford AG

Ashish Sensarma has been appointed as Chief Executive Officer of Wolford AG as of **January 2015**, responsible for marketing and sales as well as the coordination of the corporate strategy.

Ashish Sensarma has over 30 years of experience in the apparel industry. He is a specialist in branded retailing with a global understanding of consumer aspirations in the mid market and luxury segments, coupled with a deep knowledge of multi-distribution channels.

He is Indian by birth and a Dutch National. He started his career at Mexx which spanned over 20 years, where he started the retail business from inception and grew it to over Euro 400 million operating over 300 stores. He left the company in 2006, a few years after it was sold to Liz Claiborne. Recently, as the COO of Vilebrequin, a luxury swimwear brand, he was responsible for making the brand a leader in its segment globally. Mr. Sensarma is 55 years-old, he is married and has two grown-up children. He holds a Bachelor of Science in Business Administration from Nichols College in Dudley, MA, with a major in Finance.