



Short Profile of Paul Kotrba (COO of Wolford AG)



Paul Kotrba has been appointed as Chief Operating Officer (COO) of Wolford starting August 1, 2022 for a period of 6 months (interim). In this capacity he will be responsible for Supply Chain and Production, Legal and Compliance, Investor Relations, IT and Digital, as well as the Project Management Office.

Paul Kotrba is a seasoned global retail executive with 25 years of consumer focused brand building experience, working in various executive positions within the LVMH and LCatterton brand portfolios, optimizing brand presence and equity across the United States, Europe, the Middle East, and APAC.

As CEO of Seafolly, the AUD 100 Million plus iconic Australian leader in premium swimwear that is part of the consumer growth focused USD 25 Billion private equity firm LCatterton, he continued the expansion of the brand into more than 40 countries.

He aligned brand and product propositions to focus on both the core and target customer, extended the brand into new categories and launched exclusive licensing partnerships, thereby growing net sales and EBITDA prior to Covid-19 impacting the 2020 financial year.

At LVMH, Paul Kotrba was the executive responsible for international growth and business development of the Donna Karan and DKNY brands, with teams in New York, London, Milan and Shanghai. While there, he succeeded in growing the international part of the business from 25% to 85% of total turnover, with the majority of the expansion coming out of APAC and Europe via direct and franchised brand building partnerships.

As a result of that successful track record, Paul Kotrba was invited into the elite LVMH Future Leadership Program and the first LVMH employee to attend the Harvard Business School Advanced Management Program. He also holds an MBA from Johnson & Wales University in Providence, Rhode Island.