



FRANCO FOGLIATO

Senior Vice President and General Manager EMEA
Columbia Sportswear Company

Franco Fogliato is a brand management, marketing and distribution expert who has more than 21 years of experience developing effective business strategies for brands in the apparel industry. Today, he excels in his role as senior vice president and general manager EMEA for Columbia Sportswear Company, a retail manufacturer that provides consumers with “tested-tough” outerwear and sports apparel, including jackets, pants, shirts, footwear, and more. Mr. Fogliato has been with the company for the last four years, during which time he has demonstrated his well-rounded skill set developed from his extensive business background. Before joining the team at Columbia Sportswear Company, he spent 10 years as the chief executive officer of the European division of Billabong, a manufacturer of sportswear and casual clothing. In recognition of his professional excellence over the last two decades, Mr. Fogliato has been identified as an Elite Worldwide Professional. He was also featured in “Top 101 Industry Experts,” and will appear in an upcoming edition of Pro-Files Magazine.

Mr. Fogliato’s interest in sports developed at an early age. Throughout his younger years, he played every sport imaginable while also becoming a fan of professional sports teams. His career started with a position as a sales manager at The North Face, where he worked for nearly two years. He then assumed the role of general manager of Western Europe for VF Corporation, and worked in that position for three and a half years. As he established his expertise in the sporting world, he pursued an education to further support his top skills in business. Mr. Fogliato graduated from the Università Ca’ Foscari di Venezia with a degree in business administration. In 2012, he returned to his studies and earned an MBA in general management from The Open University.

Looking to the future, Mr. Fogliato has no intention of slowing down. He plans to continue his work with Columbia Sportswear Company, thereby contributing to the organization’s growth in Europe. At the same time, Mr. Fogliato intends to take on new opportunities in his field as they arise.

MR. FOGLIATO AT A GLANCE:

Mr. Fogliato is committed to focusing on growing businesses within the sportswear market. He is also passionate about exploring his love of sports while creating shareholder value in an industry that is showing long-term market and industry growth.

ON A DAILY BASIS:

Mr. Fogliato combines his extensive business background with his love for sports and the outdoors while overseeing the company’s European subsidiary. A member of the executive board, he manages profit and loss, handles the balance sheets of the Columbia Sportswear Group of brands in Europe, and reports directly to the company’s president and CEO.

IN HIS FREE TIME:

When Mr. Fogliato is not engaged in his professional duties, he enjoys participating in sports recreationally with his sons, who love to snowboard and ski.

Learn more about Mr. Fogliato on [YouTube](#).