PUMA Group

Rick Almeida, VP eCommerce

Experienced marketing and commercial leader with a proven track record driving growth and transformation. Led a direct-to-consumer eCommerce business with 15% sales CAGR (2013–2017) and served on the global digital leadership team to modernize practices and create efficiencies. Manage a $10MM marketing and operations budget focused on growth initiatives. Skilled in building teams, culture, and consumer-focused strategies, with expertise across retail, product-led, and customer-centric businesses. Strong in commercial strategy, go-to-market execution, and financial management through KPI-driven optimization across the P&L.

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 75 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?
Drive sustainable growth, improve full price sales, improve ROI for performance media, evolve marketing to drive retention rate up, and stabilize, modernize and scale investments.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?
Salesforce, Emarsys, Radial, Fortera and F5.

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?
45

WHO DO YOU REPORT TO?
SVP DTC

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?
$50-150 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION
Improve personalized experience through AI utilization of customer data from various sources (CRM systems, social media, website analytics, purchase history) to drive real-time recommendations, Personalized Content Generation, Customer Segmentation. Integrate AI-powered personalization across multiple marketing channels (email, social media, SMS, and push notifications). Automate the delivery of personalized messages and offers based on predetermined triggers or customer actions resulting in improved marketing ROI by optimizing campaigns based on real-time data and customer feedback.

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?
AI solutions for creative (for brand and performance use), content, performance marketing optimization, website conversion rate optimization.

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?
Ongoing

WHAT IS YOUR BUDGET FOR THIS PROJECT?
$50 Million

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Enhancing in-store customer experiences with AR and VR technologies to drive engagement and sales.	C
Implementing contactless payment systems for faster, safer transactions and improved customer convenience.	B
Leveraging AI-powered chatbots on e-commerce sites to provide instant customer service and support.	A
Integrating omnichannel retail strategies to ensure seamless shopping experiences across all platforms.	A
Utilizing data analytics to personalize shopping experiences and target marketing efforts more effectively.	B
Exploring advanced inventory management systems using AI to optimize stock levels and reduce overhead costs.	C
Adopting IoT in retail operations for better asset tracking, energy management, and customer insights.	B
Focusing on mobile-first strategies to capture the growing segment of consumers shopping on smartphones.	A
Investing in cybersecurity measures to protect sensitive customer data and prevent breaches.	A
Implementing dynamic pricing tools to adjust prices in real-time based on market demand and inventory.	A
Exploring sustainable tech solutions to meet consumer demand for environmentally friendly products and practices.	D
Strengthening e-commerce platforms for scalability during peak traffic times and promotional periods.	A
Using big data to understand consumer behaviors and trends for better strategic decision-making.	B
Employing facial recognition technology for improved security and personalized shopping experiences.	B
Developing loyalty programs that use technology to offer customized rewards and increase customer retention.	A