



## PRESS RELEASE

SWAROVSKI OPTIK KG  
Absam, August 21, 2024

### **SWAROVSKI OPTIK sets course for the future Paul Churchill appointed as new CMO**

*SWAROVSKI OPTIK, the world's leading manufacturer of premium long-range optics, is navigating challenging times. After an absolute peak phase in 2021 and 2022, the Tyrolean company achieved sales of 197 million euros in 2023. In the current financial year, a difficult market environment characterized by drastic price increases and weak demand is dampening expectations. SWAROVSKI OPTIK's short-term goal is to maintain the previous year's sales level, while its long-term aim is to further expand its leading position in the premium long-range optics market. To this end, the family-owned company will focus on three key areas in the future: geographical expansion, the promotion of its own sales channels in addition to stationary retail and a product range that is driven by innovation. Investments are being made in a modern logistics center at the Absam headquarters, which will be put into operation at the beginning of 2025. The course has also been set in terms of personnel and structure. New to the SWAROVSKI OPTIK Executive Board team is Paul Churchill, who took over the position of CMO on July 1, 2024. Global sales have been reorganized with a "go-to-market organization" for the Americas (North and South America), EMEA (Europe, Middle East, Africa) and APAC (Asia Pacific).*

#### **Paul Churchill new CMO**

American-born Churchill is responsible for Product Management, Business Development and Communications. He has decades of international marketing experience in the consumer goods industry. His previous career stations include large corporations such as Procter & Gamble, Puma, Amer Sports and Red Bull, as well as traditional family businesses (Julius Meinl Coffee Group) and scale-up companies (yfood).

"We are very pleased to have gained Paul Churchill, a proven marketing expert with many years of experience in the conception, planning and implementation of innovative campaigns and omnichannel strategies, for SWAROVSKI OPTIK. With his know-how and his talent for bringing the brand to life, he will make an important contribution to the profitable implementation of our growth strategy in the coming years," said Carina Schiestl-Swarovski, Chairwoman of the Advisory Board and Supervisory Board of SWAROVSKI OPTIK, on the appointment of the new Chief Marketing Officer.

#### **Consumers as the focal point for future growth**

In the seven decades of its existence, SWAROVSKI OPTIK has developed a deep understanding of the requirements of consumers in the outdoor, birdwatching and hunting target groups. In the future, the product portfolio will be further perfected with a high level of innovation and the proven SWAROVSKI OPTIK quality standards.

"Our goal is to continue to serve the long-range optics market as the number 1 with a innovative product range from premium entry-level to top-of-the-range devices. This is based on our analog core competence. The increased use of digital components and functions will make it possible to develop new technologies that offer users significant added value. With the AX Visio, the world's first smart binoculars, we have demonstrated what we are already technologically capable of today. We



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will consistently pursue this path," says Stefan Schwarz, CEO of SWAROVSKI OPTIK, explaining the strategic direction.

In geographical terms, SWAROVSKI OPTIK intends to grow in the coming years, particularly in Asia, but also in existing markets. For this purpose, the sales organization has been restructured and organized into three regions: Americas (North and South America), EMEA (Europe, Middle East, Africa) and APAC (Asia Pacific). Over-the-counter retail remains the most important sales partner for the Tyrolean family business. In the coming years, however, the company hopes to strengthen sales by also pushing direct sales channels.

"We want to offer our consumers the most comprehensive brand and shopping experience possible, which is why we are consistently working on our omni-channel expansion. The opening of our SWAROVSKI OPTIK store in Wattens in 2023 was an important milestone. Our e-shop is also developing very successfully. And with our CAMPEX concept in Sweden and Italy, which offers a global brand experience in a local setting, we have created completely new ways of interacting with our consumers," states a confident Stefan Schwarz, as he looks to the future.

### Visual material

Download images: <https://mam.swarovski.com/pinaccess/showpin.do?pinCode=CPwIEdgNhY12>

*Caption: Carina Schiestl-Swarovski, Chairwoman of the Advisory Board and Supervisory Board, and Stefan Schwarz (CEO) warmly welcome Paul Churchill as the new CMO and member of the SWAROVSKI OPTIK Management Board.*

*Abdruck: printing free of charge*

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### SWAROVSKI OPTIK

SWAROVSKI OPTIK, headquartered in Absam, Tyrol, is part of the Swarovski group of companies. Founded in 1949, the Austrian company specializes in the development and manufacturing of long-range optical instruments of the highest precision in the premium segment of the market. The binoculars, spotting scopes, rifle scopes, and optronic instruments are products of choice for demanding users. The company's success is based on its innovative strength, the quality and intrinsic value of its products, and their functional and esthetic design. The appreciation of nature is an essential part of its company philosophy and is reflected commendably in its environment-friendly production and its long-term commitment to selected nature conservation projects.

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