



CEO Announcement – Laurent Potdevin Bio
December 10, 2013

A passionate leader and visionary, Laurent joins lululemon athletica with the unique experience, drive and understanding to fuel the company's growth as a global brand.

Laurent brings a deep understanding of premium brands, athletic apparel, technical products and innovation. He is a broad general manager with a track record of success across all functions—from marketing, to product innovation, to supply chain and operations management.

A longtime lululemon guest, Laurent's decision to come on board was grounded in his belief that lululemon is an exceptional brand with exceptional products and an exceptional culture. He is motivated by lululemon's culture, values, and deep bench of talent. As CEO, he looks to foster an environment of collaboration and to inspire each member of the team to achieve beyond even their highest expectations.

While Laurent has demonstrated a unique ability to lead and elevate global, lifestyle-focused brands, including his roles at TOMS and Burton, across a broad consumer base, he also has an uncommon ability to navigate complex back-end business structures. His vast experience in supply chain management, sourcing and operations has helped strengthen business models to support sales and growth across organizations. Over the past two decades, Laurent has devoted himself to working at companies deeply focused on the customer experience and constant innovation.

As an engineering student in Switzerland, Laurent demonstrated a passion for athletics and innovation. He and his classmates designed and created snowboards when they weren't able to access the best equipment; an experience that would serve him well years later as a leader at Burton. Early in his career, he gained experience in premium, luxury brands through his tenure at LVMH. What started as a role in the M&A division—where he identified the potential of the Berlutti footwear brand early on—evolved into a position as Director of North American Operations for the company's premier Louis Vuitton brand where he was integral in optimizing the brand's North American supply chain.

In 1995 he joined Burton and held various leadership positions—including Director of Operations, COO and CEO. During his 15 year tenure, Laurent collaborated with teams across all aspects of the business to develop Burton into a global company synonymous with the sport. Burton diversified into new categories to include a full range of gear and inner and outerwear necessary to enjoy all aspects of the sport and the snowboarding lifestyle. Laurent encouraged the development of outstanding functional products for every rider, attracting snowboarders of every gender, age, and ability.

A broader offering that was relevant to every snowboarder created opportunity for global expansion. Laurent was instrumental in building Burton's Austrian subsidiary into Burton's largest and most successful, establishing a multi-cultural pan-European presence. He was pivotal in sourcing the highest

quality materials, establishing global supply chains, forging relationships with distributors, and focusing on the direct consumer experience. He challenged and inspired creativity through all functions within the organization, including technical product innovation and helped the company segue into surfing and skateboarding segments with international success. Under his leadership, Burton became not only a brand, but an embodiment of the snowboarding lifestyle with a devout following all over the world.

Laurent further honed his ability to transform brands globally in his most recent role as President of TOMS Shoes, a giving company founded on the mission that they would match every pair of shoes purchased with a pair of new shoes given to a child in need. Laurent quickly recognized the powerful vision at TOMS and established an infrastructure that would enable the concept to take flight globally.

Laurent readied the company for global expansion, assembling a talented management team that understood how to develop global brands while maintaining the company's strong cultural, community-focused element. At the same time, he was instrumental in establishing a supply chain solely for TOMS giving program, introducing operations and facilities in third world countries where the shoes are created and delivered specifically for each child in the program.

By creating inroads with distributorships around the world, Laurent expanded TOMS' presence in Europe, Middle East, Australia, Japan, Mexico and China. Under his guidance, TOMS expanded into ten new countries in just twelve months. TOMS' growth rate accelerated significantly over the course of Laurent's tenure, as evidenced by the fact that the company gave away 10 million pairs of shoes through its One-for-One giving program between 2006 and 2013, and now expects to give away another 10 million pairs in just next 18 months.

Laurent now joins lululemon with not only a wealth of relevant experience and insight, but also a relentless desire to learn. His character, integrity, drive and leadership capabilities give him the tools to succeed and his passion for culture, brands, and companies that improve people's lives make this an ideal marriage with room to grow over the long term.