



WÜSTHOF

Made in Solingen

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May **WÜSTHOF hires Mim Leroy-Woolven as VP Sales, WÜSTHOF USA**

Personnel **Key executive to drive sales in North America**

WÜSTHOF, the traditional, premium knife manufacturer from Solingen, Germany, is pleased to announce the appointment of Mim Leroy-Woolven as VP Sales for the substantial US market. Leroy-Woolven joins the management team on 16 May 2022 and will report directly to Meg Hamilton, President, WÜSTHOF Americas.

Leroy-Woolven comes to WÜSTHOF after five years at Goodbaby International Holdings Limited, where she was VP Business Strategy – Sales and Business Development for the Americas. Her extensive experience has included eight years at Harry & David LLC, followed by four years as Head of Retail for Nestlé Nespresso SA and two years as Head of Sales for Stokke AS. She takes over responsibility for the trading activities of all WÜSTHOF products, the optimisation of national supply chain management, strategic project development and management, and for the continuing development of a strong US sales team.



‘Mim has exceptional project management experience and unparalleled leadership skills to help drive our business processes and increase the efficiency of our global operations,’ comments WÜSTHOF CEO Jan-Patrick Schmitz. ‘I am delighted that she is joining us – her remarkable communication skills, together with her insight into an impressive variety of retailers, will contribute enormously to the further internationalisation of the WÜSTHOF brand.’

Extensive experience in the premium consumer goods segment

Leroy-Woolven is a high-performing sales leader with over 20 years of experience in the premium consumer goods segment; she has extensive expertise in leading sales teams in the United States. She will play a key role in WÜSTHOF’s ongoing development as a global premium consumer brand and, as a member of the extended management team, will continue to build on the projected growth course already set.

With her committed approach, Leroy-Woolven has regularly proven her sales skills. From small local businesses to multinational corporations, her strategic concepts have resulted in impressive sales growth rates. She has developed and maintained successful business relationships with national retailers such as Bloomingdale’s, Macy’s, Williams-Sonoma, Sur La Table, Crate & Barrel, Sam’s Club and Hudson Yards, among others.

‘I am absolutely delighted to join the team that has successfully led WÜSTHOF’s transition to a global premium consumer brand’, says Leroy-Woolven on her appointment. ‘WÜSTHOF is an extraordinary brand with a heritage rich in tradition and a 200-year history founded in Solingen, Germany; I am honoured to now work to support WÜSTHOF’s consumers and engage closely with retailers to continue market growth.’



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About WÜSTHOF

WÜSTHOF, based in Solingen, is one of the longest-established premium knife brands, producing high-quality knives as well as products for the sharpening, storage and care of premium blades. Founded in 1814, this seventh-generation family business still manufactures every knife in Solingen, Germany, with fine craftsmanship, the best materials and state-of-the-art technology. WÜSTHOF has its own sales companies in the USA and Canada. WÜSTHOF customers include renowned professional chefs and lovers of fine food, all over the world.

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