

Puma Names Thomas John as VP, People & Organization

Published on 08 Oct 2025 | By IFI Correspondent



Puma has announced the appointment of **Thomas John** as its new **Vice President, People & Organization**, effective **October 16, 2025**.

In this role, he will oversee human resources strategy and organizational development, reporting directly to Puma's CEO, **Arthur Hoeld**.

Professional Background of Thomas John

Thomas John is 59 years old. He brings nearly **three decades of experience** in the HR domain.

Before joining Puma, he served as **Senior Vice President, Global Human Resources** at **Landis+Gyr**, a company specializing in energy management and smart metering solutions. While there, he led the HR transformation across more than 30 countries.

Previously, John held HR leadership roles at **KLM**, **Adidas**, and **Mann+Hummel**. Over time, his focus has been on aligning HR strategy with business goals, organizational development, talent management, change initiatives, and fostering inclusive, high-performance cultures.

Strategic Implications for Puma

This leadership change is timely. Puma competes in a fast-evolving global sportswear and lifestyle market.

First, bringing in a leader of John's caliber signals that Puma wants to strengthen its human capital capability.

Second, his experience in energy, aviation, and manufacturing industries may help Puma bring fresh perspectives to internal operations and culture.

Third, as Puma scales globally, John's previous work across 30+ countries provides valuable cross-border HR experience.

Challenges

- Merging HR practices across geographies while maintaining local relevance.
- Implementing change in a company with established culture and legacy systems.
- Retaining top talent in a highly competitive apparel and sports sector.

Opportunities

- Modernizing HR frameworks, policies, and processes.
- Enhancing leadership pipelines and internal mobility.
- Strengthening Puma's employer brand globally.

John's move into this role gives Puma a strong chance to reinforce its people operations and make them a lever for growth.

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