

## PUMA Elevates Training Category With New Global Business Unit

Published on 04 Feb 2026 | By IFI Correspondent



Global sportswear giant **PUMA** has announced the creation of a **standalone Business Unit for Training** at its global headquarters, a strategic move aimed at accelerating growth in one of its key performance categories.

Previously combined with the Running category, Training will now operate as a separate business division based in **Herzogenaurach**, Germany. The restructuring is designed to streamline decision-making, sharpen category focus, and enhance collaboration with key partners in the fast-evolving fitness and functional training market.

Maria Valdes, PUMA's Chief Brand Officer, highlighted the significance of the category's expansion, noting that strong global trends and collaborations — particularly with events such as **HYROX — World Series of fitness racing** — have underscored Training's potential as a distinct commercial engine for the brand.

The new unit will be led by **Marwin Hoffmann**, a seasoned industry executive with over two decades of experience in product and marketing, who was recently appointed **Vice President of the Business Unit Training**. Hoffmann will report directly to Valdes as he steers the division's growth strategy.

In contrast, the Running category will continue to be overseen from PUMA's Boston office by **Erin Longin**, who previously handled both Running and Training. With separate leadership for each segment, PUMA aims to give focused attention to specialised product development and market engagement strategies.

The reorganisation aligns with PUMA's broader corporate strategy, which in 2025 identified **Training** alongside Football, Running and Sportstyle as core global focus categories. By elevating Training into its own unit, the company is signalling confidence in the category's long-term commercial prospects and its importance in the active lifestyle sector

**For more style updates & exclusive fashion stories follow [indiafashionicon.com](https://indiafashionicon.com)**