

# MANGO

Mango creates a new brand management division and appoints Blanca Muñiz as its new Chief Brand Officer



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- The new management division, which will promote the Mango brand worldwide, will be led by Blanca Muñiz, who in the company hierarchy will report to the Chief Executive Officer, Toni Ruiz, and will form part of the Steering Committee.
- Her appointment will allow Mango to consolidate an innovative brand strategy that will strengthen its differentiated value proposition, committing to design, innovation and sustainability as the key pillars of its products.
- The new brand management will foster closer ties and greater recognition and loyalty of its customers, whom the company places at the centre of its business operations.
- Muñiz has more than 25 years' experience developing strategies and products in international companies, consolidating brands with a digital and sustainable vision that is always focused on the consumer.

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Mango, one of Europe's leading fashion groups, has announced the creation of a new brand management division in order to strengthen its executive leadership in all areas related to the company's image, brand and customer experience. The new management division will be led by Blanca Muñiz, who will join the group as its new Chief Brand Officer, reporting directly to Toni Ruiz, Mango's Chief Executive Officer, and will form part of the company's Steering Committee.

The new brand management, which will cover the areas of image, communication, brand and Customer Experience, will allow Mango to consolidate an innovative brand strategy that will strengthen its differentiated value proposition, committing to design, innovation and sustainability as the key pillars of its products. The new director will also complete its image, brand and product strategy by promoting strategic collaborations with key players in the fashion industry.

With women's fashion at the centre of its business model and as the driver of its creativity and expansion, Mango has, since it was founded, had a clear DNA and a unique design and style proposition, whose main attribute is a quality positioning above that of its competitors. A differentiated value proposition, 100% designed in Barcelona thanks to a team of more than 500 people working in the Product area, which the company has taken to every corner of the globe and which it has diversified over time with its entry into new fashion segments, such as the launch of its menswear line, Mango Man (2008), Mango Kids (2013), Mango Teen and Mango Home (2021).

Throughout 2023, Mango has strengthened its commitment to quality with the launch of Capsule, its events collection for women characterised by the quality of its materials and finishes, as well as the exclusivity of its garments. In the future, the company plans to continue strengthening said value proposition with its new 2024-2026 Strategic Plan, which it will present next March.

As well as the value proposition, the new brand management will foster closer ties and greater recognition and loyalty of its customers, whom the company places at the centre of its business operations. To respond to the needs of its customers in any moment, location or format. This is the goal of Mango. To achieve this, the company has a network of close to 2,700 stores worldwide, which it considers a privileged meeting point between the brand and its customers where it can offer unique and personalised experiences.

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In the words of Toni Ruiz, “We are very happy and excited about the appointment of Blanca Muñiz as the new Chief Brand Officer and member of the company’s Steering Committee. I am convinced that Blanca will help us promote the new 2024-2026 Strategic Plan, which will focus on strengthening our differentiated value proposition. We want to get closer to our customers by offering them the best shopping experience, in order to consolidate our position as one of the leading fashion groups”.

For her part, Blanca Muñiz, the new Mango Chief Brand Officer, says “I am very excited to be able to join Mango, a global company with design and creativity at the heart of its business model, which in 2024 celebrates its 40<sup>th</sup> anniversary and which is a leading fashion group in Europe. I am convinced that, in the next few years, we will be able to meet the challenges facing the fashion industry, while continuing to inspire the world with our passion for fashion and our differentiated value proposition”.

With a degree and an MBA in Business Administration and Management from ESADE and a postgraduate degree in Company Culture from Pompeu Fabra University (UPF), Muñiz has more than 25 years’ experience in marketing and product and spent much of her career at Puig, leading the company strategy for the different brands in the group, before becoming Vice-President of the Lifestyle brand division, a post she occupied from 2015. Previously, the director had been Vice-President of Marketing Intelligence (2010-2015) and Global Retail Marketing Director (2003-2010) at Puig, having also occupied Marketing positions in companies including COTY INC, Bimbo and Danone.

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*Mango, one of Europe’s leading fashion groups, is a global company with design, creativity and technology at the centre of its business model, and a strategy based on constant innovation, the search for sustainability and a complete ecosystem of channels and partners. Founded in Barcelona in 1984, the company closed 2022 with a turnover of 2.688 billion euros, with 36% of its business originating from its online channel and with a presence in over 115 markets. More information at [mangofashiongroup.com](http://mangofashiongroup.com)*