

Chris Hammond appointed as CEO at Henri-Lloyd

Henri-Lloyd today announces that Chris Hammond will join as CEO on October 1st, 2025.

Henri-Lloyd today announces that Chris Hammond will join as CEO on October 1st, 2025.

Hammond brings with him extensive industry and digital experience to the role. He previously served as Chief Digital Officer at Helly Hansen and Musto, Henri-Lloyd's most notable competitors, where he played a central role in driving the company's growth. With almost a decade of leadership at Helly Hansen, Chris built a high-performing team and was instrumental in building the brand's global presence.

Hammond has also held senior digital leadership roles at Oakley (part of the Luxottica Group) and, most recently, served as Chief Digital Officer and Operating Partner at BlueGem Capital Partners, a leading consumer-focused private equity fund. In this role, he has worked closely with a portfolio of iconic British and European brands – including Liberty London, Mamas & Papas, and Nutrimuscle – advising on digital transformation, brand growth, and operational excellence.

Knut Frostad, who has stepped in to manage the day-to-day operations of the company since March last year, continues in his role as Executive Chairman of Henri-Lloyd and board member of Monte Rosa Sport, Henri-Lloyd's parent company.

"Chris is a fantastic appointment for us, bringing the right blend of leadership, digital expertise, and enormous knowledge of the sailing apparel industry," said Frostad. "His experience within our world of sailing apparel will accelerate our journey to become the leading sailing brand while further enhancing our digital capabilities."

"As Executive Chairman, I remain 100% committed to pushing our 'sailing-first' strategy. Supporting Chris as CEO, I am looking forward to continuing to leverage my experience, network and passion for Henri-Lloyd and sailing."

Chris Hammond also expressed his enthusiasm for joining Henri-Lloyd: *"I'm incredibly excited to join Henri-Lloyd at such a pivotal moment in its journey. This is a brand with a remarkable heritage - trusted by some of the most iconic pioneers in sailing history - and it holds immense untapped potential. I look forward to working closely with Knut and the team to help restore Henri-Lloyd's leadership in the sailing arena."*

Hugo Maurstad, Board Member and Founder of Monte Rosa Capital, also shared the following: *“Appointing someone of Chris’ calibre, with his knowledge of sailing apparel and digital, is a huge testament to the strength and heritage of the Henri-Lloyd brand. I speak on behalf of everyone at Monte Rosa Capital when I say we are delighted to have Chris join the team.”*

Chris himself is deeply passionate about life on the water and a long-time admirer of Henri-Lloyd. Hammond’s appointment marks the start of an exciting new chapter for the brand.