



PRESS RELEASE

Tom McMullen joins Henri-Lloyd as Chief Marketing Officer



Henri-Lloyd has announced the appointment of Tom McMullen as Chief Marketing Officer, a new role created to strengthen the brand's UK-based leadership team.

McMullen brings extensive experience in brand, marketing, and commercial leadership within premium and outdoor performance apparel. He spent over a decade at Rapha, progressing from Head of Communications to Global Marketing Director, before being appointed Managing Director of Rapha North America, where he oversaw retail, e-commerce, and wholesale operations across the region. He later returned to the UK as Chief Marketing Officer, leading Rapha's global marketing and creative teams. Prior to joining Henri-Lloyd, McMullen held the role of Brand and Marketing Director at outdoor clothing and equipment manufacturer Montane.

Commenting on his appointment, McMullen said: "I am excited to be joining the team at Henri-Lloyd and bringing my experience of developing strategic direction for premium brands. My focus will be capitalising on Henri-Lloyd's incredible heritage through campaigns that build desire and participation, while creating a culture that is inspirational and aspirational — whether for someone new to the sport or a seasoned round-the-world sailor. We will be developing creative marketing strategies that bring to life the heritage and DNA of the Henri-Lloyd brand, working closely with ambassadors and key partners to deliver cultural relevance alongside clear and measurable business growth."

Based at the company's Manchester headquarters — the original home of founder Henri Strzelecki — McMullen will work closely with CEO Chris Hammond.

Hammond added: "Chief Marketing Officer is a new role within Henri-Lloyd, and by appointing Tom, we are bringing on board a proven marketer with a track record of helping premium apparel brands maximise their brand image. He will help us develop compelling campaigns that enhance the authentic and inspirational content and stories that we receive from the many sailors, adventurers, and explorers that rely on Henri-Lloyd to perform, no matter what the conditions. Our ambition now is to broaden awareness and appeal of the brand to new audiences through focused and strategic marketing programmes."

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NOTES TO EDITORS:

Born in Manchester, England in 1963, Henri-Lloyd's mission was to create the very best weatherproof protection in the world for the then-pioneers in sailing and exploration, those who were determined to explore the unknown and push the boundaries of what was possible.

This pioneering spirit that defined the brand then still endures today, creating exceptional clothing for all conditions, supported by a commitment to sustainable practices.

Henri-Lloyd is more than a sailing clothing brand – it's a lifestyle, a mindset and an invitation to enjoy the best days of your life.

In 2022, the Henri-Lloyd brand was acquired by the Monte Rosa Sport Group, based in Oslo, Norway. This change heralds a new chapter in the brand's evolution. With investment and focus on building a leading sailing apparel brands with world class design, quality and operations.

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