

John Mollanger joins Bang & Olufsen as CEO of B&O PLAY a/s

Bang & Olufsen has appointed John Mollanger as new CEO of B&O PLAY a/s as well as Executive Vice President and member of the Executive Management Board of Bang & Olufsen a/s. John Mollanger will join Bang & Olufsen during Spring 2017.

John Mollanger (46) joins Bang & Olufsen from the Benetton Group, Italy in a role as Chief Product and Marketing Officer from 2015-2017. Before joining the Benetton Group, John Mollanger held the role of Chief Product and Marketing Officer in Asics Corporation from 2012-2014. John Mollanger has a long career within the sport, lifestyle and fashion segment holding senior roles in e.g. Nike Inc., Puma International and Vitesse. John holds a bachelor in International Business from I.C.L. Business School in Lyon and an Executive education in Strategic Marketing from Stanford University, USA.

CEO, Henrik Clausen: “We look forward to welcoming John Mollanger. I am confident that he has the international leadership experience required to take B&O PLAY to the next level.”

Further, due to certain organisational changes, Stefan Kenth Persson has assumed the role as Executive Vice President of the HOME business unit. Stefan will continue as member of the Executive Management Board.

Henrik Clausen
CEO

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