

**RNS REACH**

8 December 2025

**Portmeirion Group PLC**

**("Portmeirion", the "Group" or "Company")**

**Senior strategic hires: executing on our transformation plan**

*Appointments of former Le Creuset regional CEO and ex-Emma Bridgewater Product and Range Director*

Portmeirion Group PLC, the global homewares brand group, is pleased to announce the appointment of Michael Scheepers as Group Brand and Commercial Director, as the Company continues to drive business transformation and strengthen its existing product portfolio.

Michael joins the Group from globally renowned cookware brand Le Creuset where he spent over nine years in senior leadership roles, including Group Commercial Director and regional CEO (EMEA). In these roles he was responsible for driving brand elevation, commercial performance, and transformation across a portfolio of mature and emerging markets in Europe, the Middle East and India, within the premium home and lifestyle category.

In his role, Michael will lead Portmeirion's global ecommerce, own retail and brand marketing teams and will also have responsibility for the UK sales division. He will report into Group CEO, Mike Raybould, as part of the Company's refreshed senior leadership team.

His appointment follows the recent hire of Victoria Brabender as Portmeirion's first ever Product Strategy Director, as well as the internal promotion of Sam Pearce as Chief Operating Officer.

Victoria brings more than 25 years of buying and merchandising experience to Portmeirion having worked with iconic consumer brands including Marks & Spencer, Monsoon Accessorize and La Senza. She spent the last decade at Emma Bridgewater as Product and Range Director, helping to define its strategic direction and develop its award-winning product ranges.

She will work closely with Portmeirion's global sales, design and marketing teams to drive forward a compelling product strategy by identifying and delivering what customers of today and tomorrow want and leveraging the Group's existing design archives.

Sam Pearce, former Global HR Director who has been with the Company for over two decades, is promoted to the newly appointed role of Group Chief Operating Officer. She replaces the Group's Global Operations Director, Mick Knapper, who has made the decision to retire next year following 27 years of service to the Company.

Sam brings a deep understanding of the business, people and culture and will be instrumental in leading the Group's operations and accelerating key business priorities such as the 'Made-in-Stoke' onshoring initiative announced earlier this year.

**Mike Raybould, CEO of Portmeirion, commented:**

*"The success of our transformation plan rests on the strength of our leadership team to execute it. So I'm delighted to welcome Michael and Victoria to the business, as well as seeing Sam promoted into a new senior operational role."*

*Michael, Victoria and Sam bring a strong mix of commercial expertise and outstanding calibre of homewares experience. They are already adding huge value in their roles, enabling us to maximise our resource and expertise so that we can continue to accelerate progress against our transformation goals and elevate our heritage brands to a wider global consumer."*

**Michael Scheepers, Group Brand and Commercial Director, added:**

*"Portmeirion Group has a stable of brands steeped in the rich heritage of British craftsmanship and design. The Company is at an exciting point in its transformation journey and I'm looking forward to working with Mike and the team to help deliver on the significant opportunities ahead."*

**ENDS**

**ENQUIRIES:**

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**NOTES TO EDITORS:**

Portmeirion Group PLC is a global homewares brand group based in Stoke-on-Trent, England. The Group owns six unrivalled heritage and contemporary brands; Spode, Portmeirion, Royal Worcester, Pimpernel, Wax Lyrical and Nambé. The Group serves markets across the world, with global demand driven by diversified international markets including the key geographies of North America, the UK and South Korea.

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