RNS Number : 5187Z
Dr. Martens PLC
08 April 2026

DR. MARTENS MOVES TO MARKET GENERAL MANAGER STRUCTURE AND CREATES EXECUTIVE TEAM TO ACCELERATE STRATEGIC DELIVERY

8 April 2026: Dr. Martens today announces the appointment of General Managers (GM) for all major markets, as part of the approach to simplify the operating model in line with the new consumer-first strategy.

In order to embed and deliver the new strategy, we have made several organisational changes, moving to a market level structure to be closer to the consumer, combined with strengthening Global Brand, Technology and Support functions.

We are pleased to announce **Nick Duff** as **UK GM**, **Nathalie Schneider** as **France GM**, **Kristin Staeren** as **DACH GM** and **Giorgio Trevisan** as **Italy GM**. All four are internal promotions and their talent and experience will be instrumental to growing consumers in their markets.

We also recently welcomed **Yoichi Oikawa** as our new **Japan GM**. Yoichi has extensive experience in consumer engagement, multi-channel and building teams across Japan and APAC, most notably for Champion and Adidas. The USA market continues to be directly run by **Paul Zadoff, President of Americas.**

These six markets are each significant for our business, accounting for over 80% of global revenues, and the new market structure will ensure each market is run by a dedicated leader and team.

Dr. Martens is also simplifying the leadership structure, with a newly created Executive Team ("ET"), led by CEO Ije Nwokorie. This Executive Team will set business direction and will be comprised of:

- **Ije Nwokorie: CEO**
- **Giles Wilson: CFO,** with Technology and Strategy both now reporting into Giles
- **Carla Murphy: Chief Brand Officer,** including Product, Marketing, Customer Experience and Sustainability
- **Anna Duffiet: Chief Operating Officer** (interim)
- **Mike Stopforth: Chief Commercial Officer,** with the Market GMs reporting into this newly created global role, together with Growth and Partner markets
- **Paul Zadoff: President of Americas**
- **Bridget Jolliffe: Chief People Officer**
- **Katherine Bellau: Chief Legal Officer and Company Secretary**

Ije Nwokorie, CEO of Dr. Martens, said: *"Over the past year we have reorganised our business and ways of working so that we are truly consumer-first, as opposed to channel-led. I am excited to work alongside our leadership team, combining experienced Dr. Martens leaders and world-class talent from some of the most desired global brands. They will each play a significant role in helping us to deliver against our strategy and scale the business in the years ahead."*

Ends

Investors and analysts:
Bethany Barnes, Director of Investor Relations & Corporate Communications
bethany.barnes@drmartens.com
+44782187465

Press enquiries:
Rob Greening / Ludo Baynham-Herd
drmartens@client.sodali.com
+44 207 250 1446

Notes to editors

About Dr. Martens

Dr. Martens is an iconic British footwear brand founded in Northamptonshire, England. Its first silhouette, the 1460 boot - named after the date it was produced - rolled off the production line on 1st April 1960. Originally chosen by workers for their air-cushioned comfort and durability, "Docs" or "DM's" were later adopted by musicians and subcultural pioneers who took them from the street to the global stage.

Over six decades later, Dr. Martens operates in more than 60 countries and employs around 3,700 people. The

Over six decades later, Dr. Martens operates in more than 60 countries and employs around 3,700 people. The company continues to honour the brand's heritage through its 'Made in England' footwear, manufactured at its original Northamptonshire factory, while meeting global demand from multiple high-quality production sites across Asia. All our products are made with an unwavering commitment to craft, combined with innovative techniques.

A brand built to put a bounce in the step of those who stand out from the crowd, Dr. Martens is available through Direct-to-Consumer (Retail and Ecommerce) and Wholesale channels. The brand's collections range from its Original silhouettes - The Icons such as the 1460 boot, 1461 shoe, 2976 Chelsea boot, and Adrian loafer - to modern franchises like the Zebzag, Buzz, and Lowell. The lineup also includes an extensive range of sandals, a dedicated Kids collection, and a curated selection of bags, small leather goods, and accessories.

Every Dr. Martens collection reflects craftsmanship, heritage, timeless style, comfort, and versatility. Having transcended generations, the brand stays as relevant today as it was at its inception. Its signature yellow welt stitching, grooved sole edges, and scripted "With Bouncing Soles" heel loops remain iconic symbols recognised around the world.

Dr. Martens plc (DOCS.L) is listed on the main market of the London Stock Exchange and is a constituent of the FTSE 250 index.

For more information, visit www.drmartens.com or www.drmartensplc.com

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our Privacy Policy.

END

NRASSSFIWEMSELL