



ABN 25 169 477 463

ASX Announcement

28 September 2017

Appointment of Director

Chairman of The PAS Group Limited (PAS), Mr Adam Gray, today announced the appointment of Ms Silvia Mazzucchelli to the Board as an Independent Non-Executive Director, with effect from 1 November 2017.

“It is my pleasure to welcome Ms Mazzucchelli to the PAS Board,” Mr Gray said. “Silvia brings with her vast experience in brand strategy and business transformation, having held a number of senior management roles in global companies.”

Silvia Mazzucchelli has 20 years of experience in both advisory and executive roles with a successful track-record of product, brand and business transformation.

Silvia’s most recent executive roles include Vice President of Gildan, spearheading the relaunch of its American Apparel brand, Chief Merchandising Officer of TOMS Shoes and Vice President of Global Corporate Strategy at Guess Inc.

Prior to Silvia’s executive roles, Silvia spent 12 years at the Boston Consulting Group (BCG) where she was Senior Principal and a member of their Retail and Consumer practice. At BCG, she served as advisor to global brands on matters of brand strategy and positioning, consumer insight, merchandising and retail, growth, go to market strategies and turn-around.

Silvia holds an MBA from the Anderson School of Management at UCLA where she is also a guest speaker, and a BA in Business from Università’ Luigi Bocconi in Milano (Italy) and a Diploma in International Business from the Stockholm School of Economics.

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