



home » news

Supre scoops Sportsgirl head

08 Nov 2013

Supré has poached the head of one of its biggest competitors, Sportsgirl.

Elle Roseby has been appointed to the role of Supré general manager.

Roseby served Sportsgirl for 16 years, the past seven as CEO.

Roseby was the driving force behind the development of Sportsgirl's online business in 2007.

She also spearheaded community based initiatives through the Butterfly Foundation.

Roseby is also involved in RMIT's Young Essentials Program, which works to ensure youth are prepared to enter the workforce.

This is the first major appointment since Supré's acquisition by Cotton On Group last month.

Cotton On Group CEO Peter Johnson said this was a positive development for Supré and the company.

"Ms Roseby is a highly talented retailer whose skills will be invaluable in helping us build the Supré brand and take it to the next level," he said.

"She will lead our plans to strengthen Supré's market position, store network and digital channels, while exploring opportunities to expand the brand internationally.

"We look forward to welcoming her to the business."

Roseby will commence her new role in January 2014 after a two month break.



ELLE ROSEBY: New change.

more news»

- [Sportsgirl stays silent](#)
- [New kid on the block](#)
- [Dynasty downfall](#)
- [David Jones doubles up](#)

Email 0 Tweet Share Like 3

0 comments

