

18 January 2021

MEHUL TANK APPOINTED CEO OF GEORG JENSEN

Copenhagen, 18 January 2021 – Georg Jensen, the leading Danish design brand, today announces the appointment of Mehul Tank as its Chief Executive Officer, effective immediately.

Mr Tank succeeds Francesco Pesci, who has left the company. Mr Tank previously served as Chief Financial Officer at Georg Jensen and brings more than 20 years of experience as a seasoned consumer and retail executive with significant financial, operational and omnichannel expertise. Prior to joining Georg Jensen, Mr Tank held senior roles at leading retailers including Hobbs, Mexx and Levi Strauss.

Andrea Davis, Chairwoman of Georg Jensen, said; “Amidst challenging market conditions for retail, Georg Jensen has remained resilient and agile, adapting to the new environment while continuing to deliver a quality omnichannel experience to our customers. As we transition our focus from navigating through the storm to capturing growth opportunities, we believe that now is the right time for new leadership to move Georg Jensen forward. Mehul is a dynamic leader, has a deep understanding of our business and has a passion for putting the customer first that will help position Georg Jensen for the future. We also thank Francesco for his contributions, service and leading the company through a difficult period.”

Mehul Tank said; “I am excited to be leading this renowned company into a new phase of growth. My initial focus will be on the continued digitalisation of our business, creating a responsive and agile structure and completing our transition from a product-led to a customer-led organisation. I look forward to the challenge of elevating the Georg Jensen brand to its rightful position as one of Denmark’s leading global design businesses.”

Francesco Pesci said; “It has been a privilege working with Georg Jensen over the last three years. The company is in a healthier position than it was three years ago and, despite the challenges of 2020, ended the year strongly. I am proud of the achievements of this great company and wish Georg Jensen all the future success it certainly deserves.”

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About Mehul Tank

Mehul Tank is Chief Executive Officer of Georg Jensen. He joined Georg Jensen in 2020 as Chief Financial Officer. He has held leadership roles in a number of fashion and retail businesses including Hobbs, Mexx, Gump’s and NapaStyle with a particular focus on driving e-commerce growth.

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