



Stefan Seidel, Deputy Head, PUMA, Germany

He started his career with a technical apprenticeship at Siemens AG, first contact with social issues as chairman of the “Regional Youth Representatives Council”.

He was then Client Services Executive Team Leader at credit card provider First Data Limited, chairs occupational health and safety committee of the German branch.

In 2001 he joined the PUMA S.A.F.E. * Team as auditor, responsible for the region Europe, Middle East and Africa. Conducted numerous compliance audits and led sustainability projects in that region. He is Founding member of PUMA’s employees organization “Charity Cat”.

Since 2004, he leads the PUMA S.A.F.E. Team in EMEA, helped developing PUMA S.A.F.E. standards and handbooks, as well as PUMA sustainability reports. (* S.A.F.E. stands for Social Accountability and Fundamental Environmental Standards). Since 2010 he is Deputy Head PUMA afe Global and since 2011 he is also Team Head PUMA.SAFE Ecology responsible for environmental standards at PUMA globally.