

## Under Armour strengthens global marketing efforts with two new appointments

*Adweek* reports that Alessandro de Pestel and Ann Funai joined American activewear brand Under Armour's global marketing efforts. De Pestel joins as its new chief marketing officer, while Ann Funai will be senior VP of engineering.

De Pestel spent more than 11 years in top marketing roles at PVH's Tommy Hilfiger and Calvin Klein brands. Funai worked as chief technology officer at SaaS talent management company PeopleAdmin and held multiple positions across IBM's firmware, cloud computing, and OpenStack divisions.

He will work in Baltimore, reporting to president and COO Patrik Frisk, while she will work under chief digital officer Paul Fipps in Austin, Texas.

Read more on this story at [Adweek](#).

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