

Zound welcomes Patrik Nilsson to Board of Directors

Zound Industries appointed Patrik Nilsson to the Board of Directors at the annual general meeting on 6th June 2021. With a long and successful career at big brands and extensive experience in getting products into the hands of consumers around the world, he represents a strong addition to the Board of Directors at Zound.

Back in 1991, Patrik joined adidas and over the next 23 years, he held several positions at the company including Global Head of the Style Division and President of adidas Group North America. Since leaving the sporting giant, Patrik had a stint as CEO and Chairman at GANT before becoming Chairman of the Board at Vitamin Well in 2017, a position he retains today.

Over the past year, Patrik has been advising the Board of Zound Industries and will now join on a permanent basis as a member of the Board.

“I am honoured to join Zound’s Board. The new management has worked hard to mitigate the effects of the pandemic while building a solid strategic plan. I am looking forward to sharing my experience of building strong global brands and iconic products in the sport and lifestyle consumer business,” said Patrik Nilsson.

“We are delighted that Patrik is joining us on the Board. His background in the consumer goods industry and experience with successful global brands will be a real asset to help us achieve our future plans for Zound”, said Henri de Bodinat, Chairman of the Board.

Zound Industries continues to challenge the traditional consumer audio market with its Marshall, adidas and Urbanears brands.

On March 18th Zound launched the first true wireless headphones for Marshall, the Mode II, a product that has been very well received by consumers and the media alike. The launch was accompanied by the brand campaign “Never Stop Listening” featuring Iggy Pop as the headliner.

For more information, please contact

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About Zound Industries International AB

Zound Industries designs and develops speakers and headphones under the brand names adidas, Marshall and Urbanears. With a strong focus on innovative technology and user-centered design, Zound has launched a wide range of iconic, award-winning products. Zound is a global company with offices in Stockholm, New York, London, Paris, Shenzhen and Hong Kong.