

MURAT ACEVIT

Chief Product Officer · Category & Brand Builder · Premium Sport, Apparel & Equipment

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Product and commercial executive with almost two decades building categories and brands inside Red Bull, Intersport International and Puma. **Co-founded AlphaTauri inside Red Bull and ran it end to end, P&L, portfolio, pricing, sourcing, demand planning and go-to-market across 17+ markets, delivering 6x enterprise-value growth.** In parallel ran Red Bull Global Consumer Products, the group's product and licensing platform across 20+ sport properties including WorldTour cycling, at roughly €400M annual retail value. Earlier grew Intersport's international exclusives to 1.9M pieces per season across 42 countries, running branded and private label as one assortment. **Builds the category first, then the organization that runs it.**

CORE VALUE PROPOSITION

- **Category ownership with P&L.** Takes categories from zero to profitable international scale and holds portfolio, price, margin and open-to-buy in one hand.
- **Own brand and partner brands in one portfolio.** Ran branded and private-label assortments side by side at Intersport and a licensed portfolio at Red Bull; knows where own brand earns margin and where partner brands earn credibility.
- **Hard goods and soft goods in one hand.** Ran technical apparel alongside wearables and electronics at AlphaTauri, and cycling softgoods alongside branded components at Intersport.
- **Demand planning discipline.** Seasonal forecasting, open-to-buy governance and sell-through management that lifted sell-through 25% and cut markdown 12%.
- **Matrix and federated leadership.** Aligned 40+ national organizations and a 60-person matrix behind one category plan; led a 30+ organization reporting to a Group CEO.
- **DTC and premium wholesale.** Built AlphaTauri's direct and wholesale footprint from Selfridges and Nordstrom to Isetan and La Rinascente.

PROFESSIONAL EXPERIENCE

CRANCC, Düsseldorf · *Founder-led operating studio for premium consumer brands*

Founder & Principal

2025 – present

- Defined-scope operating mandates for premium brands and their investors: repositioning, category extension and commercial systems (pricing, channel, open-to-buy, margin), installed with the client's team rather than advised from outside.
- Current mandates in sport and consumer goods; integrates AI into product, merchandising and demand planning.

AlphaTauri / Red Bull GmbH, Salzburg · *Premium fashion brand and group consumer-products platform*

Chief Product Officer, AlphaTauri & Red Bull Global Consumer Products

12/2018 – 12/2024

Scope: end-to-end ownership of both businesses: strategy, organization, P&L, product, sourcing, merchandising, pricing, demand planning and go-to-market across 17+ markets, DTC and wholesale. 30+ specialists, 7 direct reports. Reported to the Group CEO with regular board interaction.

- Co-founded and scaled AlphaTauri from a blank sheet to a profitable international business, delivering **6x enterprise-value growth** through repositioning and disciplined product and price architecture. The stretch into Formula 1 followed later and cemented the performance DNA.
- Built and ran **Red Bull Global Consumer Products** as a second operating model: the product engine across 20+ sport and culture properties, from WorldTour cycling (Red Bull-BORA-hansgrohe) and Oracle Red Bull Racing to RB Leipzig, plus a licensed business of roughly €400M annual retail value across 30+ partners.
- Developed proprietary material and technology platforms from own vision to commercial range, membrane, 3D-knit and heated-apparel programs across multiple seasons; **German Innovation Award 2023**; €10M+ incremental revenue with Deutsche Telekom, Schoeller, Formula 1 and FIA.

- Lifted sell-through 25% and cut markdown exposure 12% through go-to-market and assortment discipline; re-engineered sourcing for 30% lower FOB and +20pp gross margin at premium construction standards.
- Built the international DTC and wholesale footprint, including Selfridges, Nordstrom, Isetan and La Rinascente; structured rights-anchored partnerships with FIA, the Austrian Olympic Committee and Formula 1.

Head of Product Division, World of Red Bull

05/2018 – 11/2018

- Led cross-category product creation across 20+ Red Bull brand extensions; built the team and operating infrastructure from scratch (5 direct reports, team of 15). Reported to the CEO.

Intersport International Corporation, Bern · 42 countries, €12bn group turnover

Senior Global Strategic Brand Manager, Apparel

12/2013 – 04/2018

Scope: €100M+ revenue exposure with full P&L, forecasting and open-to-buy; 60 FTEs across DACH, EMEA and APAC; alignment across 40+ national organizations. Steering-committee member on the global category roadmap with McKinsey.

- Grew international exclusives **70% to a record 1.9M pieces per season** and widened the portfolio by 10 brands, running branded (Nike, adidas, Puma, The North Face) and private label as one assortment.
- Created global specialized concepts for Football, Running and Training; reduced markdown exposure through assortment engineering.

Global Product Manager, Lifestyle

10/2010 – 11/2013

- Established the international cycling softgoods category from zero; built Compression and Underwear into the second-largest category by value.
- Built private-label categories from inception (Teamsport, Essentials, Training); €48M FOB with a team of 8; optimized the APAC supplier portfolio.

Puma AG, Herzogenaurach

International Product Development Manager, Motorsport & Teamsport

03/2007 – 09/2010

- Product programs for Formula 1, Ferrari, Red Bull Racing, Porsche and Ducati, and for Teamsport clubs and federations including the Italian Football Federation.

E A R L I E R C A R E E R

Gerry Weber / Steilmann Group, Hong Kong & Shanghai **Merchandising & Sourcing, APAC projects**

08/2005 – 02/2007

R E C O G N I T I O N & E N G A G E M E N T

- AlphaTauri's transformation taught as a case study at **London Business School and Harvard** on brand extension and premium positioning.
- German Innovation Award 2023 (Heatable Capsule).
- Guest Lecturer, AMD Akademie Mode & Design (Master level), 2024 – 2026: Brand Extension, Product Strategy & Commercial Architecture.

E D U C A T I O N & C E R T I F I C A T I O N

- Dipl.-Ing., Clothing Management, University of Applied Sciences (HSNR), Mönchengladbach.
- Chief AI Officer Program (scrum.org certification track), 2025 – 2026.

Languages: German and Turkish (native), English (full professional).

Interests: road cycling, football, start-up mentoring.