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Torpedo7 announces new appointment

New Zealand's largest outdoor adventure retailer Torpedo7 is proud to announce the appointment of Simon West as the company's new Chief Executive Officer.

Simon has 20 years' experience in retail and technology, operating in both a CEO and Non-Executive Director capacity. He has most recently held a Non-Executive Director position at TradeMe and was an Executive Director at Max Fashions. Other roles have included the CEO of Ezibuy. He is currently a Director of Onceit (online fashion) and Adairs which is listed on the ASX.

Simon will begin with Torpedo7 on 2 August and support the company in what is a significant growth phase.

Torpedo7 is part of The Warehouse Group and as part of this role, Simon will sit on The Warehouse Group's Senior Executive Team and report through to The Warehouse Group CEO Nick Grayston.

Nick confirms Simon will be a great addition to the team. "Simon is well used to working in businesses undergoing growth which is part of the current focus for Torpedo7. In the past year Torpedo7 has opened four new stores, taking its total to 18 plus 1 franchise in Wanaka locations. It is currently in the process of transforming the brand with key focus areas including Bike, Snow, Water, Camping and Apparel."

Previously the Torpedo7 business was linked heavily to Noel Leeming, sharing a single CEO, but Simon's appointment will enable a dedicated focus on the brand at such an important stage.

Related to the change is a move to add the 1-day business to Michelle Anderson's Chief Digital Officer portfolio of Group e-commerce brands, which will enable 1-day to fully benefit from the accelerated growth rates and unified focus that the Group e-commerce teams are delivering.

Ends

For more information:

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