

COMMERCE

# Canada Goose promotes deputy executive to CFO post

November 1, 2023



Longtime company leader and current deputy CFO Neil Bowden will move into the role of chief financial officer next year, effective April 1, 2024. Image credit: Canada Goose

By LUXURY DAILY NEWS SERVICE

Outdoor clothing company Canada Goose is appointing a new C-suite executive.

Longtime corporate leader and current deputy CFO Neil Bowden will move into the role of chief financial officer next year, effective April 1, 2024. The transition will see Canada Goose's current chief financial officer Jonathan Sinclair become president, APAC, heading a key region as the team works to boost bottom lines.

"I'm pleased to welcome Neil into this new role," said Dani Reiss, chairman & CEO of [Canada Goose](#), in a statement.

"He brings extensive financial expertise, a deep understanding of our brand, and a commitment to excellence, and will be a valuable leader in guiding our company forward in our next stage of growth and determining on our long-term financial objectives," Mr. Reiss said. "I'm also looking forward to welcoming Jonathan into his new role as president, APAC a region that's incredibly important to our brand, and one that I know will continue to flourish under his leadership."

## Shifting C-suite

Having already served the brand for a little under a decade, Mr. Bowden was initially onboarded as the company's director of finance in 2016. The executive currently oversees the global finance team.

The announcement succeeds a period of many shifts at the company, as Canada Goose continues to shuffle its C-suite and board of directors ([see story](#)).

A new earnings report paints a broader picture of the outerwear business's standing.

For the three months ended Oct. 1, 2023, which Canada Goose references as the company's second quarter of fiscal 2024, the operation experienced a 3 percent decline in revenue year-over-year at constant rates, cutting total revenue forecasts from an original guidance range of \$1.4 - \$1.5 billion, now expecting an annual income between \$1.2 and \$1.4 billion.

Performances in China and other APAC markets carry the future of Canada Goose's fate. Mr. Sinclair's move to manage sales within the region happens in the hopes that under his watch, and drawing upon two decades of leadership experience, the company will soon see greater returns.

The current president of the brand's operations in Mainland China, Larry Li, will step into the role of COO, APAC, come Jan. 1, 2024.

---

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.