

COMMERCE

Canada Goose eliminates 17pc of corporate roles in internal shakeup

March 26, 2024



More than 100 employees will lose their jobs as a result of the changes. Image credit: Shutterstock

By LUXURY DAILY NEWS SERVICE

Outdoor clothing company Canada Goose is undergoing a large-scale restructuring.

Announced today, March 26, the business is reducing its corporate workforce by 17 percent as a part of a transformation program. The cost-saving move comes ahead of the brand's current quarter and overall fiscal year drawing to a close on March 31; full financial results will be shared in May.

"Today, we are realigning our teams to ensure that corporate resources are fit for purpose to fuel our next phase of growth across geographies, categories, and channels," said Dani Reiss, chairman and CEO of [Canada Goose](#), in a statement.

"We are focused on achieving efficiency and margin expansion, while investing in key initiatives brand, design and best-in-class operations that will powerfully position our iconic performance luxury brand to deliver long-term growth," he said. "While the decision to reduce our workforce was difficult, it was the right decision to put our business in the best position for the future.

"To those employees who are leaving us, thank you for choosing to spend part of your career at Canada Goose; I am personally grateful to each and every one of you and for the contributions you have made during your time with us."

Mounting pressures

The internal shifts are due to ongoing financial struggles at Canada Goose, as revenues and profits have struggled to rebound from pandemic-era lows.

[Reuters](#) reports that, based on employment statistics accurate as of April 2023, more than 150 employees were included in the job cuts. Several high-ranking executives are taking additional responsibilities through the restructuring, as roles are merged, eliminated or left vacant altogether.

John Moran, Canada Goose's COO for the past two years, left earlier this week, with Beth Clymer, president of finance, strategy and administration, taking on his duties in the interim.

Carrie Baker, president of brand and commercial at the company, will absorb the design department under her umbrella, now working closely with Mr. Reiss and other operational leaders.

In addition, global stores will now be overseen by Daniel Binder, the brand's current chief transformation officer.

Shakeups such as this are becoming more commonplace within the luxury scene, as just last week Swiss conglomerate Kering released a profit warning to investors ahead of the release of its Q1 2024 financial report ([see story](#)).

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