



Tough Mudder Names Jerome Hiquet as Chief Marketing Officer

Former Club Med Executive Brings Extensive Experience in International Marketing and Communications to “Probably the Toughest Event on the Planet”

BROOKLYN, NY (November 10, 2014) - Tough Mudder announced today that Jerome Hiquet has joined the company as Chief Marketing Officer, effective immediately. With 15 years of experience in Europe and North America – most recently at Club Med as VP of Marketing & Digital, North America & VP of Marketing & Sales, Mexico – Hiquet brings strategic vision and a global perspective to the premier endurance event series at a time of expansive growth.

“I am pleased to welcome Jerome to the Tough Mudder team,” said Will Dean, Chief Executive Officer and co-founder of Tough Mudder. “Jerome has a proven track record of success in the leisure industries, and his expertise in digital commerce and global strategy will be vital to Tough Mudder as we enter our next stage of growth.”

As Club Med’s VP of Marketing & Digital, North America, Hiquet oversaw all marketing strategy, including brand development, product strategy, pricing, customer value maximization, and business development, for the US and Canada, a market with a turnover in excess of \$270 million. This work was recognized with a “2012 U.S. Rising Star” award within the Top Young Travel Industry Professionals 35 and Under category.

Simultaneously, Hiquet acted as Club Med’s VP of Marketing & Sales, Mexico. In charge of the Mexico office, his responsibilities included leading the Management Team; boosting the Commercial Business Unit’s customer database, turnover, and profitability; and defining and implementing regional strategies for all business drivers, including marketing, sales, distribution, transportation, and more.

“It is an exciting time to join the Tough Mudder team,” said Hiquet. “In only five years, Tough Mudder has established itself as the global leader in the endurance event space, with nearly 2 million passionate participants across three continents. I look forward to helping to guide the company in its mission to grow a global tribe that lives courage, personal accomplishment, and teamwork.”

Prior to Club Med, Hiquet spent four years leading CRM efforts at Voyages-sncf.com, the #1 e-commerce company in France, with a customer database exceeding 16 million clients. Earlier in his career, he managed the customer service center and numerous loyalty programs at Accor Group in Paris, including partnership development with Visa, American Airlines, and American Express.

Hiquet holds a degree in Marketing & Management Specialization from Bordeaux Business School and a Business International Specialization from Monterrey Institute of Technology and Higher Education. His achievements in the e-commerce and leisure industries have been recognized internationally with accolades from TravAlliance Media, Marketing Direct Magazine, and eCommerce Magazine.

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About Tough Mudder:

Tough Mudder LLC was founded in 2010 by Will Dean and Guy Livingstone. Considered “Probably the Toughest Event on the Planet,” each Tough Mudder endurance challenge tests participants’ toughness, fitness, strength, stamina, mental grit and teamwork. To date, Tough Mudder’s nearly 2 million participants have raised more than \$6.5 million for its official US charity partner, Wounded Warrior Project. In 2014, Tough Mudder hosted more than 60 events in 7 countries worldwide. For the schedule of event dates and locations, visit ToughMudder.com.