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Paulo joins Brazilian Cordura division as BM

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INVISTA's CORDURA brand team welcomes Paulo Henrique de Lima Pustiglione as business manager for INVISTA's Performance and Protective Fabrics division in Brazil.

In this role, Pustiglione supports business strategy development for the CORDURA brand outdoor, travel, workwear, and military portfolio, as well as product innovation, advertising and promotional campaigns designed to increase trade and consumer awareness for the CORDURA brand in Brazil.

"We are very excited to have Paulo on our team," said Cindy McNaull, global CORDURA brand and marketing director. "His diverse experiences will be extremely beneficial to INVISTA's Performance and Protective Fabrics division and will help grow our brand in the region."

With five years experience in textiles, Mr. Pustiglione has worked in various capacities including marketing, product development and business management positions. Prior to joining INVISTA, Mr. Pustiglione was production manager and sales manager of the Decathlon Brazil, in addition to working for three years with product development and marketing at Tavex Corporation.

Pustiglione earned a degree from FEI (Industrial Engineering College) in Production Textile Engineering and a Post Graduate degree in Business Administration.