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Maggie appointed as Cordura end-use marketing manager

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INVISTA's CORDURA brand team welcomes Maggie Niu as AP CORDURA brand end-use marketing manager.

In her role as AP end-use marketing manager, Niu develops and executes pull-through marketing strategies, business models, and complimentary advertising and promotional campaigns designed to increase trade and consumer awareness for the CORDURA brand in the region.

"We are very pleased to have Maggie on our team," said Cindy McNaull, global CORDURA brand and marketing director. "Her experience in the fashion and outdoor industries is impressive and has quickly made her a valuable addition to the team. We're excited to bring in a fresh perspective that will help further develop the CORDURA brand in the region."

Niu brings more than 11 years experience in fashion and outdoor related industries, including eight years hands-on experience as a leader in marketing and retailing. With her creative and innovative skills in marketing and communication, Niu will aid in the development and expansion of the CORDURA brand.

Prior to joining INVISTA'S CORDURA brand team, Niu served as partner and marketing director for Sinnovakina Biz Consulting Co., Ltd., a business development consulting firm for Scandinavian industries. Previously, she served as the national marketing manager for The North Face, where she developed marketing strategies and managed effective brand and trade marketing activities in China. Additionally, Niu worked with Levi Strauss Shanghai to provide advertising, public relations, store design, trade marketing and visual merchandising support.

Niu earned a Bachelor's Degree in fashion design and apparel engineering as well as a Master's Degree in fashion marketing at Donghua University.