



CANADA GOOSE®

# BIOGRAPHY

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Dani Reiss

Canada Goose Chairman and CEO



Canada Goose Chairman CEO Dani Reiss continues to make a lasting impact on the luxury brand, bridging the knowledge he acquired from his English Literature degree at the University of Toronto with practical skills like public speaking, marketing strategy and business development. With almost 30 years of experience in the luxury fashion industry, Reiss has turned Canada Goose into a world-renowned brand that stands for craftsmanship, lasting performance and environmental sustainability.

Most recently, in 2024, Reiss introduced Canada Goose's new clothing line, SMART GOOSE—a first-of-its-kind, tech-enhanced outerwear line that promotes health, wellness and circular fashion. In 2023, Reiss successfully executed the brand's recommerce platform Generations, an authorized reselling platform that keeps Canada Goose products in continuous circulation. In 2020, the brand announced its Sustainable Impact Strategy and its

HUMANATURE purpose platform, both of which spoke to and set a precedent for its ongoing dedication to achieving net zero emissions by 2025.

“When individuals purchase Canada Goose, they are not only receiving quality clothing,” Reiss clarifies. “They are purchasing from a brand that uses state-of-the-art technology to improve clothing performance and save our planet simultaneously.”

Several institutions have awarded Reiss over the years, including Ernst & Young as its Canadian Entrepreneur of the Year in 2011, Globe and Mail as its Global Visionary of the Year in 2019, and the American Marketing Association as its newest entry into Canada's Marketing Hall of Legends in 2022.

In 1957, Sam Tick enabled Canada Goose to make an undeniable international impact. Since 2001, Dani Reiss has continued and expanded Tick's legacy, allowing the brand to reach new heights and become increasingly environmentally conscious in its efforts.

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