

# Frame Leisure Trading appoints new chief marketing officer

Nick K. Rheeder has been appointed as the new chief marketing officer at Frame Leisure Trading, parent company of The Cross Trainer, X Kids, X Trends and The Cross Trainer Edition stores. In his new position, he will be responsible for all marketing activities across the group's business units.

Rheeder has more than two decades of experience in marketing and brand positioning. In addition to sales and marketing, he has extensive experience in fast-moving consumer goods, food and beverages as well as retail.

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