
MANOJ JUNEJA

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Manoj Juneja is a seasoned business leader with over 27 years of experience driving growth, transformation, and operational excellence across global consumer brands and multinational organizations. With deep expertise in business strategy, P&L management, and omni-channel development, he has consistently delivered strong financial performance while building scalable, future-ready organizations across India and SAARC markets.

Currently serving as Chief Executive Officer at Crocs India, Manoj leads the overall business strategy and operations for Crocs and Hey Dude across the region. He is focused on accelerating growth through brand-led strategies, expanding direct-to-consumer channels, and strengthening governance and operational frameworks. Under his leadership, the business is on a clear path to significantly scale revenue and market presence.

Prior to this, Manoj was the Chief Operating Officer for Reebok India at Aditya Birla Fashion and Retail, where he successfully led the brand's relaunch in the country. As the first leadership hire, he built the organization from the ground up, established a strong go-to-market strategy, and delivered close to twofold revenue growth within the first year while achieving profitability.

Earlier in his career, Manoj held senior leadership roles at global organizations including Adidas, Timex, and LG Electronics. At Adidas, he managed a \$140M+ business across both Adidas and Reebok brands, driving e-commerce growth, expanding retail footprint, and strengthening governance and compliance frameworks. He has also led large-scale franchise operations, optimized partner networks, and played a key role in expanding business operations across SAARC markets.

Manoj is known for his ability to combine strategic vision with execution excellence. He has a strong track record in digital transformation, omni-channel growth, supply chain optimization, and building high-performing teams. His leadership style focuses on developing talent, fostering accountability, and creating a culture of performance and innovation.

He holds an MBA in Marketing and a Bachelor of Commerce from M.D. University, along with a Postgraduate Diploma in Digital Business from Emeritus Institute of Management.