

Global Sports Company PUMA Redefines HR Operations and Talent Development with Workday

With Workday, 80% of PUMA's Leadership Roles Are Now Filled Internally, Demonstrating Strong Commitment to Talent Development.

PLEASANTON, Calif., April 23, 2025 /PRNewswire/ -- [Workday, Inc.](#) (NASDAQ: WDAY), the AI platform for managing [people](#), [money](#), and [agents](#) today announced that global sports company PUMA has deployed [Workday Human Capital Management \(HCM\)](#) to digitally transform its HR operations and build on its culture of employee engagement and innovation. This implementation has reinforced its position as a global, forward-thinking industry pioneer, notably in key Asia Pacific and Japan markets including Australia, Hong Kong, Japan, Singapore, and South Korea.

Headquartered in Herzogenaurach, Germany, [PUMA](#) employs over 20,000 people globally and has experienced significant growth in recent years. To effectively manage this rapid global expansion, PUMA implemented Workday globally to help ensure consistent HR processes across all regions, including Asia Pacific and Japan, to maintain its strong company culture. These solutions include [Workday Learning](#), [Workday Recruiting](#), [Workday Compensation](#), and [Workday Absence Management](#).

"At PUMA, our success is defined by our employees, and that's why we're all in on Workday," said **Dietmar Knoess, VP People & Organization at PUMA**. "Workday gives us the data and processes to drive significant improvement in collaboration and allows us to identify, develop, and retain top talent, giving us a competitive edge."

Supporting this vision, PUMA's commitment to speed and innovation drives its competitive edge, and the company has embraced Workday as its trusted partner to support these goals. With Workday, PUMA benefits from improved data integrity, quality, and transparency, which are essential for maintaining operational excellence. This single source of truth provides real-time insights available anytime, anywhere, empowering informed decision-making across the organization.

By significantly increasing employee and manager self-service, PUMA's People & Organization team is able to dedicate more time to strategic initiatives. Today, 95% of business processes are initiated by employee service, leading to improved scalability and HR efficiency due to process standardization and automation.

In turn, this allows PUMA to focus on strategic talent development. PUMA leverages Workday to assess existing skills and drive talent retention, a key factor in its success. With Workday, 80% of leadership roles are now filled internally, reflecting PUMA's strong commitment to talent development and creating opportunities for employee growth. This success is enabled by Workday's central database for the entire workforce, which supports various people processes such as recruiting, feedback, performance, and internal mobility.

"Workday is proud to partner with PUMA in their pursuit of operational excellence and innovation," said **Fabio Tiviti, Group Vice President, APAC & Japan Field Operations**. "Our unified platform provides PUMA with the agility and data-driven insights necessary to optimize HR processes, enhance employee engagement, and support strategic business objectives."

Through the implementation of Workday, PUMA has achieved significant advancements in its HR operations, enabling a shift towards strategic talent management and increased operational efficiency. This enhancement helps position PUMA to maintain its competitive edge and continue its 'FOREVER.FASTER' trajectory in the dynamic global sports market.

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