



Jim Poulton

Finance Director Europe, Trek Bicycle

Jim brings 25 years of finance and commercial experience across sectors as diverse as banking, ag-processing, and consumer goods, including positions in Illinois and France as well as his native UK.

Jim has led Trek's finance team in Europe for almost 10 years overseeing numerous changes: expanding from 13 to 19 countries, adding B2C channels alongside the distribution business, re-imaging commercial programs, tripling the business, and, of course, Brexit.

Prior to joining Trek Jim had ridden around 50 miles in his adult life having previously excelled in other 'sitting-down' sports as the British junior chess champion. He has enjoyed going from total beginner to conquering the renowned mountain climbs of the Tour de France on his Trek Madone.