



Ton Wiedenhoff

Executive Director of Europe at Alvanon



Ton Wiedenhoff joined Alvanon in 2019 as Executive Director, Europe. He heads Alvanon's European team, and is responsible for the business development and support of key apparel retail, brand and sourcing clients.

Ton has over 30 years of experience in supply chain organisation and integration. He has an outstanding record in helping apparel and brand clients optimise product quality, supply chain efficiencies and speed to market while achieving strategic sustainability and transparency objectives.

Ton previously served as chief operating officer, managing partner and purchasing director of Dutch Brand House International BV managing brands Falcon Sportswear and Sjeng Sports, operating in Asia and Northern Europe. Prior to Dutch Brand House International BV, Ton co-founded Falcon International where, in addition to product development, sourcing, financial and logistics roles, he was responsible for the implementation of sustainable initiatives, like 'Fair Wear Foundation'. He has also held senior purchasing, business development and management roles for K. Swiss Fashion International and Global Fashion Group.

Ton graduated from HAN University of Applied Sciences with a Bachelor of Fine Arts in Commercial Economics. In addition to Dutch, he speaks fluent English and German.