

Brendan Santamaria was appointed as CEO to the Iconic Australian brand, Seafolly, in May 2020. Since Brendan joined Seafolly he has led the business through voluntary administration with an aim to fix, reset and grow the brand, and pave the way to recovery despite the challenges of COVID-19 in the retail sector. In August 2020 the company purchased swimwear brand, JETS, with a focus on wholesale and eComm.

Previously Brendan was the Managing Director of Designworks, part of the PAS Group fashion company for 10 years (2010-2020) and prior to that CEO of Austin Groups for 4 years (2005-2009) and Licensing Director at Walt Disney Company for 6 years (1998-2004).

