

Change in the Breuninger Management



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Dr. Felix Kreyer appointed new Chief Customer Officer

Change at the fashion and lifestyle company Breuninger: Dr. Felix Kreyer will be appointed as the new Chief Customer Officer of The Breuninger Management Board on 1 May 2021. He replaces Dr. Sven Bernhardt, who is leaving the company.

With Felix Kreyer, Breuninger was able to win over a proven e-commerce and omnichannel expert. Kreyer, who started his career at McKinsey, brings many years of top management experience in the Berlin start-up scene as well as in the online business and held leading roles at Zalando and most recently at Marc O'Polo, where he headed the entire e-commerce business.

In addition to the Digital Business & Multichannel division, the 42-year-old will also be responsible for the rapidly growing and established online shop [breuninger.com](https://www.breuninger.com) as well as the important topic of customer centering for Breuninger (CRM and Breuninger Card).

Breuninger CEO Holger Blecker: "We warmly welcome Dr. Felix Kreyer to the Breuninger team and look forward to the future cooperation. Our company is at a stage where the online business is developing excellently. Numerous growth-oriented concepts and investments are planned in the near future. We wish him every success for the exciting tasks ahead of him. With his many years of experience, we are sure that Felix Kreyer will provide important and forward-looking impulses in our omnichannel strategy."

"Breuninger is in an excellent position and has performed really well in the digital business in recent years. The company has succeeded in transforming itself from a purely stationary retailer into one of the leading

multichannel retailers and online shops throughout the DACH area. I would like to use this momentum to further scale the business in both the core markets and in new markets together with the team," says Dr. Felix Kreyer, looking forward to the tasks ahead of him.

Felix Kreyer succeeds Dr. Sven Bernhardt, who has been a member of the Management Board since 2017 and leaves Breuninger at his own request to devote himself to new professional challenges. "To our regret, Sven Bernhardt has decided to take advantage of an opportunity for professional development outside of Breuninger," says Holger Blecker. "We accept his wish and wish him all the best for his future journey." Bernhardt will leave the company on 30 September 2021.

As of May 1, 2021, the Breuninger Management Board will consist of Holger Blecker (Chief Executive Officer and Chairman of the Management Board), Marcus Weller (Chief Financial Officer), Sandra Hartmann (Chief Merchandising Officer), Benjamin Fuest (Chief Sales Officer), Ulrich Wölfer (Chief Real Estate Officer), Dr. Frank Postel (Chief Technology Officer) and now Dr. Felix Kreyer (Chief Customer Officer).

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