



Media information

Dr Felix Kreyer becomes new Chief Customer Officer

A change in executive management at Breuninger

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

With Felix Kreyer, Breuninger successfully recruited an expert with a proven track record in e-commerce and omnichannel business. Kreyer, who started his career at McKinsey, has many years of top management experience in the Berlin start-up scene as well as in online business. He has held leading roles at Zalando, as well as other companies, most recently at Marc O'Polo, where he was their E-Commerce Director.

At Breuninger, the 42-year-old will be responsible for the Digital Business & Multichannel division as well as the established online shop breuninger.com, which has experienced strong growth, and the important topic of customer centricity (CRM and Breuninger Card).

Breuninger CEO Holger Blecker: "We warmly welcome Dr. Felix Kreyer to the Breuninger team and are very much looking forward to our future collaboration. Our company is in a phase in which the online business is developing excellently. Numerous growth-orientated concepts and investments are planned for the near future. We wish him every success for the exciting tasks that lie ahead. We are certain that Felix Kreyer, with his many years of experience, will provide important and forward-looking impetus to our omnichannel strategy."

"Breuninger is excellently positioned and has developed really well in the digital business in recent years. The company has succeeded in transforming itself from a purely bricks-and-mortar retailer to one of the leading multichannel retailers and online shops in the entire DACH region. I want to use this momentum to further scale the business together with the team, both in the core markets and in new markets," 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 Executive Board since 2017 and is leaving Breuninger at his own request to pursue new professional challenges. "To our regret, Sven Bernhardt has decided to pursue a career development opportunity outside of Breuninger", says Holger Blecker. "We accept his decision and wish him all the best in his future endeavours." Bernhardt will leave the company on 30 September 2021.

From 1 May 2021, the Breuninger Management Board will thus 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, as a new member, Dr. Felix Kreyer (Chief Customer Officer).

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The fashion and lifestyle retailer Breuninger was founded by Eduard Breuninger in 1881 and is today one of Europe's leading multi-channel department stores. For 140 years Breuninger has set high standards in fashion, beauty and lifestyle with its exclusive ranges of international designer brands and sought-after newcomer brands. The www.breuninger.com online shop, established in 2008, is one of the most successful online stores in the premium segment and recently also became available to customers in Austria and Switzerland. Besides its sense of style and flair for trends, Breuninger represents outstanding customer focus, with service options including its Special Service, an in-house tailoring department, Click&Collect and online reservations, an in-store ordering service and a shuttle service providing a unique shopping experience both in-store and online. Across Germany, the award-winning retailer has eleven Breuninger outlets with over 5500 employees.