

DOUGLAS

PRESS RELEASE

Philipp Andrée to become new CDO of DOUGLAS

Düsseldorf, 2 November 2022. From January 2023, Philipp Andrée will be the new Chief Digital Officer (CDO) and member of the Board at DOUGLAS Group. Andrée is currently Member of the Executive Board for Digital & Marketing at the Hamburg-based coffee roaster and retailer Tchibo. He has held various management positions in e-commerce, digital and marketing for almost ten years.

“As a proven and experienced online and marketing expert, Philipp Andrée is the ideal CDO to continue and develop the successful digital path of DOUGLAS,” said Henning Kreke, Chairman of the Supervisory Board at DOUGLAS Group. “We are convinced that we are placing our e-commerce business, which is so crucial for DOUGLAS, in the right hands.”

Andrée has been with Tchibo for more than seven years and successfully grew the online business to a significant revenue driver. Under the leadership of the 40-year-old, the omnichannel-retailing has been strongly developed to integrate the in-store and digital business. In addition, he successfully re-organized and re-aligned the marketing, modernized the brand and expanded digital marketing & CRM. He is also responsible for the business unit Mobile Communication & Travel at Tchibo. Previously, Andrée built up and later sold the online fashion platform Department47 and began his career as management consultant at McKinsey. After studying mechanical engineering, he gained a PhD in marketing.

“We very much look forward to working with Philipp Andrée on the Management Board of DOUGLAS,” said Sander van der Laan, CEO of the DOUGLAS Group. “DOUGLAS has achieved huge growth in digital business in the past few years. We want to stay on this path and develop it further. I extend a warm welcome to Philipp on behalf of all the colleagues.”

Philipp Andrée will take over as CDO from Vanessa Stütze, who left the company at the end of August to take up the position of CEO at the LUQOM Group. Alongside the online

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shop and partner programme, Stütze was also responsible for the CRM programme at DOUGLAS and for setting up the Retail Media unit.

ABOUT DOUGLAS

DOUGLAS is Europe's leading platform for premium beauty and health. Offering nearly 300,000 beauty, health and lifestyle products in online shops, the partner program and around 1,900 stores, DOUGLAS inspires customers to live their own kind of beauty by offering a previously unparalleled assortment. The further development of our successful omnichannel positioning is at the heart of our #FORWARDBEAUTY.DigitalFirst strategy, under which we are consistently expanding both our strong E-Commerce and store experience. In fiscal year 2020/21, DOUGLAS generated sales of 3.1 billion euros in the areas of perfumery, decorative cosmetics, skin and hair care as well as nutritional supplements, health and accessories.

PRESS CONTACT

Peter Wübben,
Corporate Communications, DOUGLAS
Phone: +49 (0) 211 16847 8569
E-mail: pr@douglas.de