

Media-Saturn Selects Own Brand Boss

Written by Marco Attard
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Media-Saturn names Klaus Lahrmann interim CEO of subsidiary Imtron, where he currently works as chief procurement officer (CPO), following the promotion of predecessor Ditmar Krusenbaum to Media-Saturn Austria CEO.



Lahrmann retains CPO responsibilities until the retailer finalises succession plans. He joined Media-Saturn on February 2013, following stints as Euronics managing director and Sony general manager.

Imtron takes care of the four Media-Saturn private labels-- Ok (entry-level appliances), KOENIC (high-quality appliances), PEAQ (CE with a focus on audio) and ISY ("functional" accessories). All find place within Media Markt and Saturn stores, obviously.

"Klaus Lahrmann brings with him extensive retailing and manufacturing experience, and he has been helping develop our own brands in a highly professional manner for over a year," Media-Saturn CPO Klaus-Peter Voigt says. "With him, we will be able to seamlessly drive our own-brand strategy forward. We look forward to continued fruitful collaboration."

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