

## "Connectivity" Excites Best Buy

Written by Bob Snyder  
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After Best Buy Europe's chief executive of branded operations Paul Antoniadis left, Best Buy Europe appointed Andrew Harrison as COO, reporting to CEO Scott Wheway.

Harrison, from **The Carphone Warehouse**, will continue to lead **The Carphone Warehouse** and

**The Phone Hou**

se across nine European countries. And now he'll drive

**Best Buy Europe**

's Connected World strategy and customer proposition across all

**Best Buy Europe**

brands.

Harrison says, "The internet is evolving at a blistering pace and what really excites me is that we have only experienced a fraction of the connectivity products and services that have yet to come."

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