

MediaMarkt and Saturn owner Ceconomy names a new CEO following the October 2018 exit of Pieter Haas-- former Conrad Electronic head Jörn Werner. The retailer also finds a CFO in Karin Sonnenmoser.



Werner was in charge of strategic review at electronics retailer Conrad as CEO, before taking position as top executive at German auto repair chain Auto-Teile-Unger from 2015 to 2018. According to Ceconomy, Werner brings expertise in the digital transformation of business models and international growth strategies, and knows how to deal with both complex branch business and multi-channel retail.

"I see the potential for a successful future at Ceconomy . In view of the far-reaching upheaval in the retail sector, it is now necessary to position the company for the future by consistently aligning the business model and employees of MediaMarktSaturn with the customer," Werner says. "Focusing

and disciplined implementation by a team that sees itself as a team are at the forefront for me. I am very pleased to be able to help shape this exciting phase."

Meanwhile Sonnenmoser is the previous CFO of Austrian lighting manufacturing Zumbotel Group AG, and previously was managing director of finance and controlling at Volkswagen Sachsen GmbH. She succeeds Mark Frese, who left Ceconomy at the beginning of the year. Retaining his positioning in the management of the retailer is Ferran Reverter, who is still COO of MediaMarkt and Saturn.

Ceconomy Names CEO and CFO

Written by Marco Attard
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