



Press Release

Hamburg, 02 January 2017

Marc Opelt named new Spokesman of online retailer OTTO

Marc Opelt, Member of the OTTO Management Board, Sales, is the new Spokesman of the single company OTTO as of 01 January 2017. He thus succeeds Alexander Birken, who is to take over as Chairman of the Executive Board of the international retail and services group Otto Group.

Since 01 August 2012 Marc Opelt has been Member of the OTTO Management Board, Sales, and has been responsible for the further development of the otto.de online shop as well as the topic areas of Brand Management, Sales and Business Intelligence. With immediate effect the 54-year-old is additionally to assume the role of Spokesman within the four-strong management team at the online retailer OTTO.

“In Germany, OTTO is an outstanding example of how to manage the digital transformation and business-culture change. I am delighted to have the opportunity as OTTO Spokesman to continue to tell and represent one of the most exciting e-commerce development stories”, says Marc Opelt. “Our common goal on the OTTO Management Board is to drive the digitalisation of our business model further, to take our customer centricity to a new level with the aid of technology, and with this to embed the image of OTTO in people’s minds as an online retailer capable of change and an attractive employer.”

In recent years Opelt has played a decisive role in the further development of otto.de, in the modernisation of the company’s brand PR and in building the Business Intelligence team, and has also taken responsibility for innovative projects such as OTTO NOW.

Marc Opelt started his career in 1990 as a Marketing Assistant in what was then Otto-Versand. Positions followed on the Executive Board at OTTO Office in Hamburg (1996), at Eddie Bauer in Munich (2000), Eddie Bauer USA in Seattle (2002) and within the Baur Group in Burgkunstadt (2005), where in 2009 he also became Chairman of the Executive Board. In 2016 Opelt moved to OTTO as a Member of the Management Board.

Otto (GmbH & Co KG) • Corporate Communications • Werner-Otto-Straße 1-7 • D-22179 Hamburg
Tel. +49 (0)40 64 61 8732 • Fax +49 (0)40 6464 8732

local court of Hamburg, HR A 62 024, General Partner: Verwaltungsgesellschaft Otto mbH, Hamburg, local court of Hamburg, HR B 13 762 represented by: Alexander Birken (Chairman) • Dr Rainer Hillebrand (Vice Chairman) • Dr Marcus Ackermann • Neela Montgomery • Petra Scharner-Wolff • Hanjo Schneider • Dr Winfried Zimmermann

Members of the OTTO Management Board: Marc Opelt (Spokesman) • Dr Michael Heller (Deputy Spokesman) • Dr Michael Müller-Wünsch • Katy Roewer (special proxy holders)

Supervisory Board: Dr Michael Otto (Chairman)

Marc Opelt's condensed CV and visual material are available at: www.otto.de/unternehmen/en.

Press Contacts:

Frank Surholt, +49 (0)40 6461 -8065, frank.surholt@otto.de

Nick Marten, +49 (0)40 6461 -4336, nick.marten@otto.de