

Gebr. Heinemann names Nico Reifkogel Director of Business Development Sales



Nico Reifkogel, Director of Business Development Sales, Gebr. Heinemann

Nico Reifkogel has been appointed Director of Business Development Sales at Gebr. Heinemann. In this position, Reifkogel will continue to report directly to Chief Sales Officer Florian Seidel. According to the company, the division's main task is to secure new business across all sales channels generate profitable growth in all regions.

"We have already grown very successfully this year and have continued to diversify across sales channels," explains Florian Seidel. "But our ambitions go beyond that and Nico and his team will coordinate the appropriate measures for our continuous growth. With our mission statement and the associated value proposition, we have a unique selling proposition on the market, which we can adapt individually and regionally at the same time. Nico's track record to drive growth and innovation proves that he is exactly the right person for this task."

"It is part of our strategy to enter into international partnerships - whether with retail partners, wholesale customers, joint ventures or landlords. In these cooperations, we always take local requirements and cultural nuances into account in line with our own corporate values," says Reifkogel. "Our Business Development team works closely with the sales departments of the various markets and sales channels to position ourselves as a value-adding player in travel retail. Also, we act closely aligned with the Business Development of our global network in Asia Pacific and in the Americas. This allows us to make use of our regional know-how and thus to meet our international ambitions, to create synergies and also work successfully together with global players in the market."

Reifkogel has been with the Hamburg-based family business for more than 14 years, where he has held positions including Senior Sales Manager for the Travel Retail Norway joint venture, Head of Marketing for the Istanbul location, and Head of Trade Marketing B2B, responsible for addressing distribution customers.