

Inken Callsen joins Executive Board of Gebr. Heinemann as Chief Commercial Officer



Inken Callsen, Chief Commercial Officer of Purchasing, Global Supply Chain, and Commercial Effectiveness, Gebr. Heinemann

[Gebr. Heinemann](#) has announced that, as of September 1, Inken Callsen will be responsible as Chief Commercial Officer of Purchasing, Global Supply Chain, and Commercial Effectiveness.

Callsen has been with Gebr. Heinemann for more than 28 years. In her previous responsibilities as Director Purchasing for Perfume & Cosmetics, Fashion & Accessories, and Fulfillment as well as until most recently Vice President Global Supply Chain, she has been living and shaping the Heinemann culture and family spirit.

“Inken is recognized and respected within our Group as well as throughout the travel retail industry,” says Co-CEO and Owner Max Heinemann. “We are convinced that with her many years of extensive experience and her deep understanding of our corporate culture and values she is the right person for the position of Chief Commercial Officer. We are happy to welcome her to our Executive Board.”

The Marketing division, headed by Director Jens Peter Peuckert, will simultaneously transfer to the responsibility of Chief Sales Officer Florian Seidel in order to strengthen the shoulder-to-shoulder relationship with the organization of the shop floor and the Sales Experience & Excellence division.

“The key driver of all our actions is the implementation of our mission statement. We have set ourselves the goal of transforming travel time into valuable time as the most human-centric company”

in global travel retail,” says Co-CEO Raoul Spanger. “We want to make our mission statement with its six promises visible in our shops for travelers.”