

# Gebr Heinemann names new Chief Commercial Officer



Dr Dirk Schneider (pictured left) is the new CCO of Gebr Heinemann, succeeding Kay Spanger, who will continue as an advisor to the company from September until the end of the year

Claus and Gunnar Heinemann, the owners of Gebr Heinemann, have appointed Dr Dirk Schneider as Chief Commercial Officer (CCO), serving on the Executive Board of the German duty free operator. He succeeds Kay Spanger, who is retiring after more than 40 years with the Hamburg-based company.

Schneider's last position was Chief Digital & Operating Officer at s.Oliver Group, where he was responsible for the digital and omnichannel strategy, e-commerce, IT and global logistics of the multi-brand fashion company.

Previously, the 44-year-old father of three managed the German apparel, accessories, watches and jewellery business of Amazon and worked for Payback as well as the strategy consultancy Oliver Wyman.

"We are delighted that in Dirk Schneider we have been able to win an experienced manager with an international background for Gebr Heinemann," said Claus Heinemann.

"Dirk Schneider brings with him the right know-how, especially from s.Oliver and Amazon," added Gunnar Heinemann.

## **"A true symbolic figure"**

Spanger, 62, who began his career at Gebr Heinemann as an apprentice in 1979, will continue as an advisor to the company from September until the end of the year.

"Kay Spanger has helped shape Gebr Heinemann for over four decades and has made a very significant contribution to position us as a successful family business in a highly competitive market," said the two owners. "We would like to thank him for his commitment, with which he has strongly influenced Gebr Heinemann as well as the travel retail industry."

Max Heinemann, CEO of Gebr Heinemann and representative of the fifth generation of owners, said: "I am pleased that we are able to strengthen our Executive Board with Dirk Schneider. His experience with data-driven and digitalized processes in purchasing and logistics will help us to continue on the path we have already embarked on towards the future."

"The fact that Kay Spanger will be able to support Dirk Schneider during the last four months of this difficult year will also facilitate the transition after such a formative period. With Kay, a true symbolic figure of Gebr Heinemann, who has done a lot for our standing in the market, is leaving us."