

Press Release

Hamburg, 09 February 2017

Sebastian Klauke to become Chief Digital Officer at the Otto Group

Sebastian Klauke is to strengthen the Otto Group, the globally active retail and services group. A proven digitalisation expert, Klauke will hold the newly created position of Chief Digital Officer (CDO) as of 01 July 2017.

In this role Sebastian Klauke will report directly to Dr Rainer Hillebrand, Vice Chairman of the Executive Board Otto Group, Corporate Strategy, E-Commerce and Business Intelligence. The new CDO's core tasks will include driving the digital transformation of the Otto Group and its corresponding business models.

“We are delighted to have gained Sebastian Klauke for this challenging task. Alongside his technological expertise and enthusiasm, his experience as a bridge-builder between start-ups and large company cultures left us in no doubt that we have found the right person for this key role within the future strategic direction of the Otto Group”, emphasises Otto Group Executive Board Member Dr Rainer Hillebrand.

Sebastian Klauke has a proven track record as a digitalisation expert. Following his Physics studies in Münster, London and Freiburg the 37-year-old worked for four years at the Boston Consulting Group as a consultant and later as Project Lead. In 2010 he founded Germany's first online shop for used cars, successfully expanded it and then sold it to MeinAuto, a competitor. Since the sale in 2013 Sebastian Klauke has been advising technology and e-commerce start-ups as well as large corporate groups as a freelance consultant with the benefit of his experience as a digital entrepreneur.

Since July 2014 Klauke has been a Partner and Executive Director of BCG Digital Ventures GmbH, a subsidiary of the Boston Consulting Group.

In Sebastian Klauke's opinion, "the Otto Group is one of the most innovative and future-viable companies in the retail sector, so in my new position I am very much looking forward to the challenge of helping develop the Otto Group's digital strategy and implementing relevant market developments within the Group."

Otto Group

Founded in Germany in 1949, today the Otto Group is a globally operating retail and services group with around 49,600 employees. The Group includes 123 major companies and is present in over 30 countries in Europe, North and South America and Asia. Its business activities are grouped into three segments: Multichannel Retail, Financial Services and Service. In the 2015/16 financial year (to 29 February), the Otto Group generated turnover of 12.1 billion euros. It is one of the world's largest online retailer. E-commerce, catalogue sales and over-the-counter retail form the three pillars of the Otto Group's Multichannel Retail strategy. Its worldwide corporate activities, numerous strategic partnerships and joint ventures provide the Otto Group with excellent opportunities to transfer know-how and leverage areas of synergy potential. Group companies operate largely independently, guaranteeing flexibility, customer proximity and optimum target-group appeal in their respective national markets.

For further information on the Otto Group visit www.ottogroup.com.

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