



Media Information

C&A appoints new Chief Digital Officer and Director of Country Germany

Dusseldorf, 18 March 2021 – C&A Europe is pleased to announce two senior leadership appointments:

- **Joris Van Rooy** will join C&A as Chief Digital Officer (CDO) within the European Management Team.
- **Martina Novotny** will join C&A as Director of Country for Germany (DOC), taking over from Eric Andrew Brenninkmeijer who will now focus on his role as Chief Director of Clusters/Countries C&A Europe.

Giny Boer, Chief Executive Officer (CEO) C&A Europe: *“As we take further steps to strengthen our business, I am pleased to announce two new members of our leadership team who will support the future growth of the C&A brand across our key markets and channels.*

Joris Van Rooy will be joining our team in the newly created role of Chief Digital Officer, as we fundamentally re-engineer our approach to serving consumers within C&A’s digital ecosystem and accelerating our online sales as part of our broader customer offering.

Integrating digital capabilities into all aspects of our business and accelerating our omnichannel offering to customers, will help us to reach our full potential as a leading European omnichannel retailer.

Martina Novotny has been appointed as Director of Country for Germany. Martina is a highly experienced retail and eCommerce professional with deep knowledge that will enable us to build on and reinforce our activities in the German market.

I am confident that these two appointments will further enhance our European growth strategy and drive our business forward.”

Joris Van Rooy, Chief Digital Officer (CDO) C&A Europe: *“C&A is an organisation with an incredibly strong heritage in serving consumers across Europe with great products produced in more sustainable way. They are now ready to take bold steps towards becoming a leading digital fashion retailer in Europe. I am really looking forward to becoming a part of the team and helping accelerate this transformation.”*

Martina Novotny, Director of Country for Germany (DOC) C&A Europe: *“C&A is a landmark European and German brand built on strong foundations and heritage. It has managed to reinvent itself again and again to meet customer needs and expectations, while contributing to the protection of our planet and our communities. I look forward to playing my part.”*

Joris brings nearly two decades of experience of Nike, where he served as VP and General Manager for Nike Direct EMEA. His role there involved helping to lead a shift from analogue and decentralised to an integrated digital business.

Martina joins C&A from the decoration and home furnishing company DEPOT, where she was responsible for the company’s stores, eCommerce, and wholesale operations for Germany, Austria, and Switzerland. Martina has managed projects which optimised store operations, facilitated change whilst maintaining team relations and has developed skills as an online specialist to support the digitalisation of DEPOT’s business.

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Contacts

For press questions, please contact press@canda.com.

About C&A

C&A is a leading fashion retail brand present in 21 countries worldwide welcomes and provides millions of visitors each day with good quality fashion at affordable prices for their entire family. In Europe, C&A has 1,400 stores. For more information, see <http://www.c-a.com>.