



Press release

Douglas appoints Tina Müller CEO

Düsseldorf, 25 September 2017. Douglas is pushing ahead with its efforts to strategically position and strengthen its brand, as well as to digitize its sales and marketing channels. As of 1 November 2017, brand and sales expert Tina Müller (49) will lead the company as CEO.

Tina Müller is currently Chief Marketing Officer at car manufacturer Opel, where she is responsible for the marketing and digitization strategy as well as the ongoing development of the product portfolio. Under her leadership, the company launched the prize-winning “Umparken im Kopf” campaign. The repositioning and the associated portfolio campaign considerably improved Opel’s image and helped to ensure that Opel is now once again the first choice of car brand for a significantly larger number of customers.

Prior to her role at Opel, Tina Müller worked in the beauty sector for twenty years. She held international management positions at L’Oréal, Wella and Henkel, where she realized a large number of ambitious marketing and sales projects across all core segments, from hair cosmetics to facial care. In her more than 15 years with Henkel, Tina Müller played a key role in the international growth of the Schwarzkopf brand and the successful introduction of the Syoss hair cosmetics brand, among other achievements.

“We are delighted that Tina Müller becomes the new CEO of Douglas. She has an impressive track record, particularly in the strategic development and digitization of well-known brands. Although the Douglas brand already enjoys an outstanding reputation, it still has great potential, especially among younger customers. Tina Müller will unlock this potential and lead the company as it embarks on a new chapter,” says Dr. Henning Kreke, Chairman of the Supervisory Board of Douglas.

Commenting on her new role at Douglas, Tina Müller said: “Douglas is a company with a great market position and a strong brand appeal. It has the opportunity to strengthen its leading position as the European omnichannel champion in the coming years. I am looking forward to working together with the Douglas team to achieve this goal.”

Douglas

In her future position, Tina Müller succeeds Isabelle Parize, who has decided to step down at the end of October to pursue a new entrepreneurial challenge. After more than six years of service within our group, she is leaving the company in best mutual agreement. Under her leadership, Douglas successfully completed the first phase of its strategic realignment following the majority takeover by CVC Capital Partners: The company relocated its headquarters to the fashion capital of Düsseldorf, where the online and offline businesses were also bundled under one roof, and significantly boosted its online business. Douglas successfully expanded its high-margin private label “Douglas Nocibé Collection” and systematically pursued its internationalization. This year alone, Douglas has announced three major acquisitions in Italy and Spain, further strengthening the company’s leading position in both European core markets.

Dr. Henning Kreke said: “Isabelle Parize has moved our company forward at an impressive pace. On behalf of Douglas, we would like to extend our sincere thanks to her. During her time in office, Douglas has become a more international, more agile and more omnichannel-focused company. This lays the foundation for Douglas to now take the next step towards becoming Europe’s leading beauty and cosmetics omnichannel retailer. We would like to wish Isabelle the best for her professional and personal future.”

About Douglas

Douglas is a leading company in the beauty care sector in Europe. Its multi-channel offering that is fully integrated across stores, online and mobile, as well as its continually updated selection of more than 35,000 products, make Douglas the frontrunner in the growing selective beauty market. In the financial year 2015/16, Douglas generated annual sales of approx. €2.7 billion.

DOUGLAS – YOUR PARTNER IN BEAUTY

Media Contact:

Dr. Julia Sosnizka
International Communications Manager
Phone: +49 211 16847-585
Email: j.sosnizka@douglas.de