

Sandra Rehm Appointed CEO at HSE24

Ismaning, August 6, 2019 – Sandra Rehm has been appointed CEO at HSE24 effective October 1, 2019.

The experienced omnichannel executive was most recently CEO at the online designer outlet dress-for-less, a SIGNA Group company, where she was Managing Director from 2005 to 2012.

Previously the 51-year-old executive held a variety of positions within the distance selling industry, from 2016-2017 as Chief Product Officer and member of the Board of Managing Directors at Heinrich Heine, a subsidiary of the OTTO Group. Between 2012 and 2014, as CEO at the Dusseldorf-based women's clothing retailer Elégance, a portfolio company of the US financial investor The Carlyle Group.

“Sandra Rehm is an omnichannel expert with a proven track record. Not only does she bring significant management experience in international distance selling, she also brings extensive expertise in both e-commerce and fashion industries. This combination of industry experience and digital know how makes Sandra the ideal person to continue HSE24's track record of success,” said Richard Reitzner, Chairman of the Supervisory Board at HSE24.

About the HSE24 Group:

HSE24 is one of the leading names in modern, home shopping. The innovative retail company keeps up to date on the latest trends with its channel brands HSE24, HSE24 Extra, HSE24 Trend and its online shop. Its interactive TV, online and mobile platforms are systematically networked and it also offers extensive smartphone, smartTV and tablet applications. The HSE24 lifestyle brand provides its customers with an emotional and individual shopping experience throughout all channels, 24/7. Each year, the inspiring range features more than 22,000 products – most of them exclusive – in the segments Fashion, Jewellery, Beauty, Wellness & Sport, Household as well as Home & Living. Countless awards testify to HSE24's outstanding service. HSE24 has more than 900 employees at the central in Ismaning. In addition, more than 2,400 people work for HSE24 at call centers and logistic partner companies.

For more information [HSE24.com](https://www.hse24.com)

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