

## Press Release

A Growing Management Team

### **Raid Naim is new Chief Digital Officer at Internetstores**

**Stuttgart, 10 December 2019 – Raid Naim is now CDO of the Internetstores Group. Together with Dr Hans Dohrmann (CEO) and Thomas Spengler (CCO), he'll support the growth and the digital development of Europe's leading bike & outdoor retailer.**

"We've grown by more than 20% in the past fiscal year, again. We are, of course, proud of this fact, but rapid growth also brings with it new challenges and changes," says Dr Hans Dohrmann. "That's why I'm so happy that we were able to win over Raid Naim. He's a true expert when it comes to digital strategies, innovation management and customer centric optimisation of organisations. Together, we can make great progress and get even more people on bikes and outdoors."

Most recently, Raid Naim worked as Head of Digital Transformation at Futurice. There, he advised managers of leading companies on the development of new and innovative value creation systems; setting the course for higher customer focus and digital competence. Prior to that, he held key positions at BMW and eBay, where he managed innovative projects and new business models. In addition, he regularly acts as a speaker and sits on the advisory boards of several successful start-ups.

"I'm a passionate technologist. My job is to optimise the connection between technology and business. But what drives me most is the added value that new technologies create for people. In the bike and outdoor sectors, the potential is not only exciting in terms of health and sustainability but also far beyond that. I'm really looking forward to working with my new team at Internetstores to drive these transformations forward," said Naim.

## **About Internetstores GmbH**

Internetstores is Europe's leading multi-channel supplier for bike and outdoor. This multinational company operates around 40 online specialist shops across 14 countries, including fahrrad.de, Brügelmann, Bikester, ProBikeShop, Campz and Addnature. The Internetstores team provides customers with a comprehensive range of products aimed at recreational athletes and pros alike. Bike and outdoor fans will find exactly what they need from a selection of more than 900 brands and 100,000 products. They'll also benefit from expert advice provided across all channels. In addition to top bike and outdoor brands, the range also includes popular and exclusive own brands such as Ortler, Serious, Fixie Inc. and Votec. Internetstores' multi-channel strategy means that they're exactly where their customers want them to be: online, in store or even at home. In Germany, fahrrad.de has operated stores since summer 2018 in Düsseldorf, Berlin, Stuttgart, Hamburg and Dortmund – and these are supplemented by a country-wide network of service partners. As part of this German expansion, another store in Dortmund will soon follow. You'll also find Addnature shops in Stockholm and ProBikeShop shops in Lyon (from May). Internetstores has been part of the SIGNA Sports United Group since 2016 and currently employs around 700 people at its locations in Stuttgart, Berlin, Lyon and Stockholm. More at [www.internetstores.com](http://www.internetstores.com)

## **About SIGNA Sport United**

SIGNA Sports United is Europe's leading sports e-commerce platform. In the past fiscal year, with over 200 million platform hits and over 3 million active customers, organic sales growth is over 20%, with stable margins. Under the umbrella of SIGNA Sports United, the leading online shops for bike, tennis, outdoor, team sports and athleisure are supported by a comprehensive platform for marketing, logistics, IT and business intelligence. More at [www.signa-sportsunited.com](http://www.signa-sportsunited.com)

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