

Xiaowei (Sean) Wei

Mr. Wei has been member of the management board of windeln.de SE since March 16, 2020. He is responsible for New Business in China. Mr. Wei is a very experienced manager with pronounced expertise in scaling e-commerce businesses in China. Previously, he held various positions at Babytree Inc., one of the largest online parenting community site and one of the leading baby product e-commerce platforms in China before becoming Chief Operating Officer (COO) of the company. Mr. Wei obtained a Master of Science degree in e-Business Management from University of Surrey (UK) and a Master of Science degree in Supply Chain and Logistics from University of Warwick (UK).