

## **Matthias Peuckert**

Matthias Peuckert has been CEO of windeln.de SE since May 1, 2018. He is responsible for Marketing, Category Management (DACH, Bebitus and China), IT, Pricing, Private Label and Product Data.

Previously, he spent 14 years at Amazon in various positions as Director. During his time at Amazon, he was responsible for many categories, e.g. Consumables, Baby, Health & Personal Care, Beauty, Pets etc. as Group Director, which also play a major role in the windeln.de business. Matthias Peuckert combines very good strategic and operational skills with a strong focus on positive customer experience.