



Press Release

C&A appoints Maximilian Schuessler as Market Lead DACH to lead strategic initiatives and strengthen market presence

Düsseldorf, 30. October 2024– C&A is pleased to announce the appointment of Maximilian Schuessler as Market Lead DACH, effective December 1, 2024. Maximilian Schuessler brings a wealth of experience in retail operations, digital transformation, and omni-channel strategy, positioning him to lead C&A's market initiatives across Germany, Austria, and Switzerland. His appointment represents a strategic enhancement to C&A's leadership team, aligning with the company's dedication to innovation and consumer-focused strategies in the DACH region.

With over 15 years of retail expertise, Maximilian's career began as a Store Manager in Nuremberg, Germany. Since September 2022, he served as the Country Manager for Germany & the Netherlands at H&M. His key responsibilities included overseeing strategic business growth, enhancing profitability, digitalizing the store experience and ultimately transforming the company into an omni-channel fashion brand. Prior to that, from 2018 to 2022, he held the role of Sales Manager for H&M Germany (Retail Director). Maximilian knows the textile industry inside out and his background spans operational, strategic, and leadership roles that uniquely equip him to understand the complexities of the DACH retail landscape.

As a leader, Maximilian embodies a modern and collaborative approach. This leadership style aligns closely with C&A's mission of fostering a positive, inclusive workplace that prioritizes shared values and customer satisfaction. Under his direction, C&A's DACH operations will focus on delivering an integrated customer experience that meets the evolving needs of the modern retail shopper.

In his role as Market Lead DACH, Maximilian will focus on aligning C&A's retail, digital, and operational channels, ensuring that each aspect of the customer journey reflects the company's core values and commitment to accessible, sustainable fashion.

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About C&A Europe

With over 1,300 stores in 17 European countries and approximately 25,000 employees, C&A is one of Europe's leading fashion retailers. Every day, C&A welcomes millions of visitors to its stores across Europe and to its online shop. C&A offers high-quality, durable fashion at affordable prices for many people. For more information, please visit our [website](#).

Press contact

Betty Kieß, Chief Communications Officer

For requests, please contact:

Claudia Junge, External Affairs DACH

press@canda.com

C&A Europe | Wanheimer Straße 70 | 40468 Düsseldorf

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