



Press release

New function on the cosnova executive board

Dirk Lauber is cosnova Beauty's Chief Digital Officer

cosnova has expanded its executive board: Dirk Lauber has assumed the role of Chief Digital Officer at the owner-run company in Sulzbach on September 1, 2018.

In this newly created position, Lauber will oversee and manage the company's digital strategy as well as all the digital activities and processes of the essence, CATRICE, and L.O.V brands.

cosnova's establishment of this CDO position ties in with digital initiatives from the past several years, such as the implementation of IT and e-commerce projects and the founding of a crossfunctional Digital Unit. Starting in September, one of Lauber's central points of focus will be e-commerce.

"Our main objective is to generate enthusiasm among our consumers by offering exciting brand experiences and products. Increasingly, this means shifting focus to a digital world, the complexity and speed of which grow constantly and at a rapid pace," says Christina Oster-Daum, CEO and founder of cosnova Beauty.

"In addition to focusing on our successful offline business, we will continue to expand our position in the areas of digital beauty and e-commerce. We are very pleased to have secured the talents of proven multichannel e-commerce expert Dirk Lauber, who will advance these goals in harmony with our strategic aims."

After earning a degree in Sports Economics at the University of Bayreuth, Lauber began his professional career in 1991 by founding a tech start-up. In 2000, he began working with the Baur Group as Head of E-Commerce. In 2003, Lauber also became the Head of E-Commerce at imwalking GmbH, a multichannel B2C specialist mail-order company. He acquired the Amazon Online Marketing spin-off octobo for the OTTO Group in 2010, and expanded it as CEO. At the same time, he served from 2015 until now as CEO of empiriecom GmbH, an e-commerce tech and innovation service provider belonging to the OTTO Group that he had founded and expanded.



"We are very pleased to work with Dirk and look forward to charting a course for cosnova's future digital development," says Christina Oster-Daum.



Dirk Lauber (54) has been CDO at cosnova since September 1

ABOUT COSNOVA BEAUTY

cosnova Beauty is headquartered in Sulzbach, Germany and is run by CEO Christina Oster-Daum, Javier González, Mathias Delor, and Hilko Prah. At the end of the 2017 fiscal year, cosnova Beauty had around 500 employees. The three cosmetic brands essence, CATRICE, and L.O.V are sold in over 80 countries in Europa, North and South America, in the Middle East, in Asia, Oceania, and Africa. Its customers include drugstores, supermarkets, department stores, perfume shops, and fashion chains.

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