

zooplus welcomes Jonas Schultheiss as Chief Marketing Officer

Munich, January 16, 2024 – zooplus SE, the leading European online pet platform, announces the appointment of Jonas Schultheiss as Chief Marketing Officer and member of the zooplus Executive Committee.

Jonas Schultheiss is responsible for all aspects Digital Marketing, Marketing Data, Brand, Content Creation, Design, Offline Marketing and CRM at zooplus. The appointment of Jonas Schultheiss comes at a pivotal time as zooplus continues its journey to establish itself as the most convenient, best-known destination for pet families in Europe.

Geoffroy Lefebvre, CEO of zooplus: “We are thrilled to welcome Jonas into our team. His extensive experience will strengthen our platform, enhance our brand identity, and engage more deeply with our customer community. We are confident that, with leadership and together with his teams, Jonas will translate our vision and take our marketing to the next level as we transform zooplus into the most engaging and loved brand for pet parents across Europe.”

Jonas holds a BSc in Psychology from Durham University and is passionate about building and leading high-performing teams in digital direct-to-consumer businesses. He has held leading marketing positions with the online food delivery platform Delivery Hero in Berlin, before moving on to food subscription company Marley Spoon in 2014. During his 9 years there, Jonas was responsible for establishing the marketing department and supporting the launch of the company. He was then appointed to Chief Marketing Officer in 2017, later taking on the additional role of Chief Product Officer.

Jonas Schultheiss will be based at zooplus’ headquarters in Munich, Germany.

Company Announcement



Company profile:

zooplus SE is the leading online pet platform in Europe. Driven by the vision of Celebrating Pet Love Every Day, zooplus caters to all pet parents' needs with a broad product range, exclusive own food and accessories brands, advice on nutrition and pet lifestyle, loyalty programmes, and a convenient, flexible subscription service. On a mission to build the ultimate pet destination, the company delivers a unique pet parent experience through its innovative online platform, reliable delivery and state-of-the-art customer service. zooplus SE is headquartered in Munich and offers local online shops in 30 European countries. For further information, please visit corporate.zooplus.com, our international shop site at zooplus.com, and our LinkedIn page.

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