

zooplus SE appoints Lionel Desclée as CEO to lead next phase of growth

Munich, 3 September 2025 – zooplus SE, Europe’s leading online pet platform, today announced the appointment of Lionel Desclée as Chief Executive Officer and member of the Management Board, effective 15 September 2025.

An accomplished international executive with extensive leadership experience across retail, digital commerce, and the pet care sector, Desclée joins zooplus at a pivotal time as the company accelerates its focus on market leadership, customer relationships, and shaping the future of pet care.

The Supervisory Board highlighted Desclée’s strong alignment with the company’s long-term direction, noting his proven ability to lead transformation and deliver operational scale across markets. “Lionel combines deep sector knowledge with a customer-first mindset,” said Stefan Goetz and Johannes Reichel on behalf of the Supervisory Board. “His leadership experience across retail and pet care, and his track record in driving digital growth, make him the right choice to guide zooplus into its next chapter.”

“I am energised by the opportunity to lead zooplus,” Desclée said. “zooplus has built a trusted platform at the heart of the pet ecosystem. I look forward to working with the team to realise zooplus’ full potential as the leading destination for pet families across Europe.”

About Lionel Desclée

Desclée most recently served as Group CEO of The Very Group, one of the UK’s largest pureplay digital retailers and financial services providers. Before that, he was President & CEO of Walmart Japan (Seiyu), leading initiatives that strengthened customer satisfaction and significantly improved business performance. In the pet care sector, he headed Tom&Co, a leading omnichannel pet retailer. Earlier in his career, Desclée spent more than a decade at Ahold Delhaize in senior operational, financial and strategic roles in both Europe and the United States.

Press release



This appointment reflects zooplus' commitment to building on its market leadership, driving long-term growth, and shaping the future of pet care in Europe.

About zooplus

Since 1999, zooplus has been a pioneer in pet supplies e-commerce, serving millions of pet parents with an ever-growing range of nutritional and lifestyle products, proprietary premium food and accessory brands, alongside expert advice, convenient services, and loyalty programmes. Committed to the vision of 'Celebrating Pet Love Every Day' and driven by a passion for innovation, zooplus aims to set the industry standard for personalised, smart shopping. Based in Munich, zooplus operates local online shops across 30 European countries. For more information, visit corporate.zooplus.com, explore our shop at zooplus.com, or connect with us on [LinkedIn](#).

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