

## zooplus Strengthens Leadership Team to Support Next Phase of Growth

*Four new executives join the company's Executive Committee across Marketing, Sales, Strategy & Transformation, and Product & Technology*

**Munich, 13 October 2026** — zooplus, a pioneer in e-commerce for pet supplies, today announces a strengthened Executive Committee under CEO Lionel Desclée, enhancing leadership capabilities across key growth functions. New executives spanning Marketing, Sales, Strategy & Transformation, and Product & Technology will help accelerate the company's strategic priorities and long-term growth ambitions.

“Over the past year, we have refined our strategic priorities and identified the capabilities needed to support the next phase of zooplus’ growth,” says Lionel Desclée, CEO of zooplus. “I’m pleased to welcome new leaders whose expertise builds on the strong foundation already in place across the zooplus leadership team. These appointments strengthen our commercial capabilities, positioning us to accelerate growth, deepen customer experiences and continue building Europe’s leading online destination for pet parents.”

The Executive Committee now includes four recently appointed executives, reporting directly to Desclée:

**Olof Darpö joined zooplus as Chief Marketing Officer** on October 12, and **Piotr Haladus joined zooplus as Chief Sales Officer** on October 1.

Previously, Marketing and Sales was a combined leadership role and function at zooplus. “As our business continues to grow, both Marketing and Sales have become increasingly important and complex disciplines,” continues Desclée. “Dedicated leadership will allow each function to deepen its expertise while maintaining a unified commercial strategy.”

As CMO, Olof will elevate zooplus’ customer acquisition and retention, retail media and brand functions. He brings deep experience in e-commerce, marketing and commercial growth, joining zooplus after 17 years at Boston Consulting Group (BCG). There, he was most recently Managing Director and Partner and held several leadership roles across marketing and e-commerce, most recently leading BCG’s e-commerce topic in Europe, the Middle East, South America and Africa, as well as the marketing topic for retail sectors.

As CSO, Piotr will lead zooplus' European markets with full responsibility for sales performance and profitability, including pricing and promotions, go to market operations and customer care. He brings extensive commercial leadership experience across e-commerce, digital marketplaces

and international businesses. Most recently he served as Vice President of the Management Board and Chief Commercial Officer at MODIVO, and previously held senior leadership roles at Zalando, where he led commercial trading across 25 European markets, as well as at Groupon and Promedica24.

Jonas Schultheiss, who joined zooplus in 2024 and most recently served as Chief Marketing & Sales Officer, will depart zooplus after a transition period. "Jonas has played an important role in helping build a more integrated commercial organization and supporting the business through an important period of change," continues Desclée, "I thank Jonas for his leadership and wish him all the best in his new chapter."

**Josephine Hus joined zooplus as Chief Transformation & Strategy Officer** on September 14. In this role, she will lead strategy, transformation office, partnerships and corporate communications. Josephine brings significant experience leading strategy, transformation and value creation across complex international businesses. Most recently, she served as Chief Transformation Officer at Super Technologies and previously spent six years as an Operating Partner at Permira.

**Richard Zubrik joined zooplus as Chief Product & Technology Officer** on July 1. Richard's appointment brings product, technology and data under a unified leadership structure, enabling greater alignment, faster decision-making and stronger execution. Richard brings a strong combination of product, technology, and commercial leadership. He joined zooplus from ATG Entertainment, a global live entertainment company and ticketing platform, where he was CPTO and a member of the executive leadership team.

Alongside these appointments, Chief Financial and Operating Officer Steffen Schüller will continue as a member of the Management Board, while Chief People Officer Dr. Anja Honnefelder and Chief Merchandising Officer Pierre-Yves Delforge remain members of the Executive Committee, all reporting to Desclée. Together with the newly appointed executives, they form a strengthened leadership team combining continuity, deep company knowledge and new expertise.

#### **About zooplus:**

*Since 1999, zooplus has been a pioneer in e-commerce for pet supplies, serving millions of pet owners with an ever-growing range of nutrition and lifestyle products, its own premium food and accessory brands, as well as expert advice, practical services and loyalty programs. Committed to the vision of "Celebrating Pet Love Every Day" and driven by a passion for innovation, zooplus has set itself the goal of setting the industry standard for smart, personalized shopping. zooplus serves customers in 30 European countries and is headquartered in Munich.*

*For more information, visit [corporate.zooplus.com](https://corporate.zooplus.com), the [zooplus.de](https://www.zooplus.de) shop page, <https://www.zooplus.de/> or [LinkedIn](#).*

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