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Bogner strengthens its Supervisory Board with digital professional Dr. Andreas Bermig

Effective 26 October 2018, Dr. Andreas Bermig is strengthening the Supervisory Board of Willy Bogner GmbH & Co. KGaA, which consists of the Chairman of the Supervisory Board, Professor Wolfgang Reitzle, Professor Alexander Liegl and Rosemarie Haber. The co-founder of the young Internet portal “bonify” studied economics, including in the USA, with a focus on finance.

The 38-year-old began his career at the globally renowned consulting firm McKinsey & Company, Inc., where he gained marketing and sales experience and accompanied strategic brand orientation in projects at home and abroad. Bermig also focused on customer management and supply chain management.

In 2012, Bermig joined the German online mail order company Zalando SE as “Head of Sports”, where he last held the position of Vice President for Sport, Premium, Kids and Lingerie with responsibility for content and strategy until his departure in 2015.

He co-founded the “bonify” portal, which provides users with free credit checks and online credit information, in the summer of 2015. The Essen native is mainly responsible for marketing, partner acquisition and internationalisation.

The manager, a sports enthusiast, is looking forward to the new challenge: “I’ve been familiar with the traditional Bogner brand ever since I started skiing. Bogner is like a synonym for fashion and sport. In times of international digitalisation, it is a particularly exciting task to support such an important brand. Especially with regard to the new media landscape and new customer acquisition.”

Since the appointment of Andreas Baumgärtner to the position of CEO in November 2017, the Munich-based sports company has reported positive earnings development in the 2017/2018 financial year for the first time in five years.

Willy Bogner GmbH & Co. KGaA, based in Munich, is an internationally successful lifestyle company and the leading provider of exclusive sport fashion, luxurious sportswear and designer fashion. The company employs over 800 people worldwide and appears in over 50 countries with the Bogner (Woman, Man, Sport, Kids) and Bogner Fire Ice brands as well as licences. The company, which has existed since 1932, is led by CEO Andreas Baumgärtner, while the owner is Willy Bogner, the son of the founder. More information at bogner.com