

zooplus welcomes new Executive Committee members

Anja Honnefelder joins as Chief People Officer, Carlo Guagnano joins as Chief Sales Officer

Munich, June 6, 2023 – zooplus SE, the leading European online pet platform, announces the appointment of Anja Honnefelder as Chief People Officer, and Carlo Guagnano as Chief Sales Officer. Both take up their new roles as members of the zooplus Executive Committee.

Anja Honnefelder is responsible for all aspects of the zooplus people agenda covering people operations, talent acquisition, learning and development, employee engagement, and communications. Anja brings years of experience in HR and legal, as well as leading international teams, having previously served as Chief People and Legal Officer at the online portal trivago. She holds a PhD in Law from the University of Cologne and Bucerius Law School and began her career as a lawyer with Freshfields Bruckhaus Deringer in Germany.

Carlo Guagnano is responsible for leading the Central and Regional Sales as well as Pricing & Promotions teams. A graduate of the Politecnico di Torino with an MBA from NYU Stern School of Business, Carlo looks back on more than 15 years of experience in sales management and e-commerce. Most recently, he was Director B2B Europe at the e-commerce company Wayfair. Between 2013 and 2021, Carlo Guagnano held several commercial category leadership roles at Amazon in Luxembourg and Munich. Prior to that, he was an Engagement Manager with McKinsey & Company in Italy.

Geoffroy Lefebvre, CEO of zooplus, commented on the new appointments: “With Anja and Carlo, we were able to attract two very experienced e-commerce leaders within our executive team. I am delighted to welcome them to our company at a very exciting time, with pet care in Europe continuing its shift towards online channels. Bolstering our unique zooplus culture, Anja as Chief People Officer will be developing our company’s organisation, our talent, and our capabilities, as we embark on our journey

Company Announcement



of making zooplus the most engaging online destination for pet parents in Europe. In his role as Chief Sales Officer, Carlo will focus on accelerating our growth and expanding our position as the leading e-commerce pet platform.”

Both Carlo and Anja will be based at zooplus' headquarters in Munich, Germany.

Company profile:

zooplus SE is the leading online pet platform in Europe. Founded as a German startup in 1999, zooplus dedicated itself to the mission of creating moments of happiness between pets and pet parents across now 30 European countries. The comprehensive product range includes renowned international brands, popular local products as well as high-quality, exclusive own brand lines for pet food, accessories, care products, toys and much else for dogs, cats, birds, hamsters, horses, and many other furry and non-furry friends. In addition, zooplus customers benefit from exclusive loyalty programs, best value for money proposition, fast and reliable delivery as well as a seamless digital shopping experience, combined with a variety of interactive content and community offerings. For further information about zooplus, please visit corporate.zooplus.com or our international shop site at zooplus.com.

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