

MANAGEMENT PORTRAIT

René Kamm

Managing Director,
OUTLET/CITY METZINGEN



Career

Rene Kamm is Managing Director of Outletcity Metzingen. He started in March 2020.

He has over 30 years of experience in management positions for companies such as Unilever (product/marketing management) in the FMCG sector, Tag Heuer (international sales/subsidiary management) in the premium/luxury watch sector and the MCH Group (19 years heading up global trade fairs and 16 years as the Group's CEO) in the field of live marketing and trade fairs. Born in 1960 in Basel, Switzerland, he speaks several languages (German, English, French, Italian).

My vision for Outletcity Metzingen

"Outletcity already offers our discerning customers the ultimate shopping experience both on site and online. Our unique variety of brands and our offers, architecture, services and events mean that there is always something new to wow shoppers when they come to Metzingen. Customers can find thousands of styles from more than 300 brands in our online shop, with everything from sportswear to premium and luxury fashion on offer.

Our Outlet 3.0 concept will combine the in-store and digital retail experience even more effectively going forward, allowing us to cater to our customers' every need."