



## Dr. Stefan Hoffmann

Chief Digital Officer  
OUTLET/CITY AG

### MANAGEMENT PORTRAIT

#### Career

Before Dr. Stefan Hoffmann came to Outletcity Metzingen, he was one of the founders of Maxdome, leading the VOD Platform as Managing Director. For over 25 years, he has been gaining fundamental experience in digital business in companies such as United Internet, 1&1, O2, SupplyOn, and ProSieben-Sat1. Since the company's transformation to OUTLET/CITY AG in 2022, he has held the position of Chief Digital Officer.

#### My vision for Outletcity Metzingen

“The native Online Shop launched in May 2012 was one of the most important steps in terms of digitalisation. The goal is to push Outletcity Metzingen to excel as the leading omni-channel fashion outlet through our digital platforms, including the App, the Club and our customer service. Outlet 3.0 is the plan to connect our online and offline businesses and insodoing simplify the customer journey into a single and complete experience for our guests. Our guests do not differentiate between the Online Shop, the App or a visit on-site to Metzingen. They are all seen as different touch-points for the Outletcity Metzingen brand. The users expect a unique and personalised shopping experience. To do that is our most important task.”