

## MANAGEMENT PROFILE

### Wolfgang Bauer, CEO, Holy AG



Image: Holy AG

### Career

Wolfgang Bauer started working in sales and as an assistant to the executive management team at Hugo Boss AG in Metzingen in 1989. Since taking on the role of CEO of HOLY AG in 1995, Wolfgang Bauer has been the driving force behind the company's dynamic growth.

### My vision for Outletcity Metzingen

"In 1995, I worked with Holy AG to sow the seeds of the Outletcity Metzingen success story. I wanted to be the first to bring the outlet concept over to Germany from the USA and build on this to create a successful business model. My vision back then wasn't based on the idea of giant shopping centres in the middle of nowhere. Instead, I had my mind set on sophisticated architecture that would blend perfectly with Metzingen's urban backdrop. And this is exactly what I have managed to achieve. We are now the number one outlet destination in Europe, offering customers a unique premium and luxury shopping experience. My vision for the future is to build on Outletcity Metzingen's reputation as Europe's leading premium and luxury outlet and turn it into a destination that people flock to from all over the world for an unforgettable experience. We will be focusing even more on our customers by combining the in-store and digital retail experience in a holistic approach. We plan to lead the way with our digitalisation and customer centricity."