

## MANAGEMENT PROFILE

**Dr Stefan Hoffmann, Managing Director, Outletcity Metzingen GmbH**



Image: Holy AG

### **Career**

Before joining the OUTLET/CITY METZINGEN team, Dr Stefan Hoffmann co-founded Maxdome and headed up the video-on-demand platform as Managing Director. During a period of over 25 years, he gained a wealth of experience in digital business at companies including United Internet, 1&1, O2, SupplyOn and ProSieben-Sat1.

### **My vision for Outletcity Metzingen**

“Launching our own online shop in May 2012 was our first big step on the path towards digitalisation. The OUTLET/CITY omnichannel approach makes us stand out from the crowd to this day. We aim to use our digital platform (including, for example, our app and customer service) to cement OUTLET/CITY METZINGEN’s position as the leading omnichannel fashion outlet. The plan for Outlet 3.0 is to link the online and offline sides of the business to create a seamless customer journey. As far as our customers are concerned, their experience should be the same whether they are visiting the online shop, using the app or shopping here in Metzingen. These options should be seen as no more than different brand touchpoints for OUTLET/CITY METZINGEN. Shoppers these days expect an exceptional and tailored experience. Living up to this expectation is our number one priority right now.”