

Nexeye announces Laurens Mauquoi as CDO

Gorinchem, January 11, 2023 - Optics retailplatform nexeye is happy to announce the appointment of Laurens Mauquoi as Chief Digital Officer (CDO). In his global role, effective from 1 January 2023, Mauquoi is responsible continuing nexeye's leading digital position in the western European market and further accelerating the digital transformation of the group and associated brands eyes + more, Hans Anders and Direkt Optik.

'We are very excited that Laurens is joining our global leadership team. We are eager to take the next step in our digital transformation and measure up to best omnichannel examples (outside optics) in the European market. Laurens' extensive experience and impressive back ground in marketing will power nexeye to fulfill our ambition to stay best-in-class in omnichannel in the optics market.'

— Bart van den Nieuwenhof, CEO nexeye

Mauquoi has extensive experience in digital marketing, most recently as a Managing Director and Chief Commercial Officer at Chronext – the leading digital platform for luxury watches. Furthermore he has consulted numerous companies – ranging from large banks such as Société Générale to successful startups like Idealo.de. Mauquoi succeeds Valerie Heeremans in this position, who has fulfilled this role ad interim.



**LOOKING
AHEAD,
TAKING DIGITAL
TO THE NEXT
LEVEL TOGETHER**

 **nexeye**

“I am very excited to join nexeye in the role of Chief Digital Officer”, said Mauquoi. ‘The company has developed an impressive international footprint. I am honored to continue on this great path and build the leading digital position in Europe.”

ABOUT HANS ANDERS

Nexeye

Nexeye is een platform van retailbedrijven dat op dit moment bestaat uit drie value-for-money optiekmerken die actief zijn in vijf Europese landen.

Hans Anders werd 40 jaar geleden opgericht en is met 407 winkels actief in Nederland en België met oog- en hoorzorg. In 2021 won de keten dankzij een succesvolle omnichannelstrategie de 'Shopping Award'.

eyes + more is met 280 vestigingen actief in Duitsland, Oostenrijk, Nederland en België, richt zich op betaalbare, modische oogzorg en is de snelst groeiende optiekketen in Europa.

Direkt Optik heeft 37 winkels in Zweden.

In totaal werken bij nexeye en labels meer dan 4000 medewerkers (headcount). De Britse **investeerder 3i** is eigenaar van nexeye.

 pr.co



Hans Anders