

NEXEYE APPOINTS THEO WILLEMSE AS CHIEF RETAIL OFFICER

Gorinchem, Netherlands – Nexeye, the international retail platform behind optical brands Hans Anders, eyes + more and Direkt Optik, has appointed Theo Willemse as Chief Retail Officer (CRO) as of 1 June 2026. In this new role within nexeye, Theo is responsible for leading the entire retail organization across the group, covering all brands and countries.

The appointment underscores nexeye's ambition to further accelerate its strong international growth and to prepare its retail organization for the next phase of scaling. The company is currently opening an average of two new eyes + more stores per week and has ambitious expansion plans in Germany, Austria and Sweden, among others. Nexeye aims to grow to 1,000 stores in Europe by 2028.



Further strengthening of the retail organization

As Chief Retail Officer, Willemse will lead an integrated Group Retail organization. His responsibilities include Sales, Retail Operations, Workforce Management and Retail Project Management. By bringing these disciplines together, nexeye strengthens the organization's operational effectiveness, shortens decision-making processes and accelerates the rollout of successful retail initiatives across different countries and formats.

"nexeye has now reached a scale where strong operational leadership and a close link between strategy and execution are becoming increasingly important," says Bart van den Nieuwenhof, CEO of nexeye. "Theo brings a unique combination of commercial drive, operational expertise and people-oriented leadership. He is therefore the right person to lead our retail organization into its next phase of growth."

Extensive experience in large-scale retail environments

Willemse brings extensive experience in retail, operations and managing large-scale multi-site organizations. He previously served as Commercial Operations Director at Optisport, where he was responsible for the commercial and operational performance of a large network of locations. Prior to that, he held the position of Executive Director Sales & Operations at Jumbo Supermarkten, where he led the sales and operations organization of more than 700

stores and over 100,000 employees. Throughout his career, he has overseen several large-scale transformation and growth initiatives within dynamic retail environments.

Focus on execution strength and customer experience

Theo Willemse: “nexeye is currently in a highly exciting phase of growth. By connecting retail teams and disciplines even more closely, we can respond faster to opportunities in the market, further strengthen our stores and continuously improve the customer experience. I look forward to building the next phase of European growth together with all teams across the organization.”

About Nexeye

nexeye is an international optical retail group focused on providing accessible, high-quality eye and hearing care at affordable prices. With a strong portfolio of brands, nexeye serves millions of customers across Europe. The group combines scale and entrepreneurship with craftsmanship, innovation and a strong customer focus.

nexeye has a clear growth strategy and is strongly focused on international expansion in the coming years. Through autonomous growth and the continued rollout of its retail concepts, the group aims to grow to **1,000 stores across Europe**.

The brands of nexeye

Hans Anders was founded in 1982 and is the volume market leader in the Netherlands. The brand is known for its strong value-for-money proposition in eyewear, contact lenses and hearing solutions, and operates 394 stores in the Netherlands and Belgium.

The international expansion of nexeye is primarily driven by **eyes + more**. This retail concept differentiates itself through a strong, fashion-forward assortment, transparent fixed pricing and an accessible in-store experience. eyes + more makes eye care simple, stylish and affordable, appealing to a broad and international customer base. The chain currently operates more than 300 stores across Germany, the Netherlands, Belgium and Austria and continues to grow rapidly.

In Sweden, nexeye is also active with the optical retail chain **Direkt Optik**, which operates 33 stores.

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