

HelloFresh Taps Tobias Hartmann as President of North America and Management Board Member

07 SEPTEMBER 2017, NEW YORK, N.Y.

SUMMARY

Meal Kit Company on Hiring Sprint to Support Rapid Growth of U.S. Business

HelloFresh today announced the appointment of Tobias (“Tobi”) Hartmann as President of North America and additional member of the Global Management Board.

Hartmann brings nearly two decades of management experience in developing, launching and operating direct-to-consumer products and business services solutions, both for private and public companies. Most recently, he served as President of Radial Inc., formerly known as eBay Enterprise & Innotrac, a leading provider in omnichannel commerce technology and operations solutions. Prior, Hartmann held various management positions including Managing Director and Chief Operating Officer of D+S GmbH, a fullservice e-commerce and business process solutions provider. He was a member of the Executive Management Team at Loyalty Partner GmbH to create “Payback”, one of the leading CRM and loyalty platforms.

Based in HelloFresh’s NYC headquarters, Hartmann will focus on long-term strategy, business planning, organization and leadership development. As a member of the Management Board he will focus on laying the foundation for sustained global growth with the build out of a world-class organization in all areas of the business.

“With Tobi we intend to move to the next era of growth,” said Dominik Richter, co-founder and CEO of HelloFresh. “Having him as part of the Global Management Board positions us to pursue both our continued growth in the U.S., as well as accelerate our global expansion. With his international background, he knows how to scale organizations, and we’re thrilled to have him on board.”

“Consumers want to have better and more convenient options for fresh meals, and the HelloFresh team has done an incredible job creating a young and compelling brand to redefine traditional meals,” said Hartmann. “I’m delighted to join the company and help to strengthen the capabilities both in the U.S. and internationally.”

HelloFresh continues to grow its headcount in the US, with notable recent hires including Brett Bancheck as Senior Vice President of Supply Chain. Bancheck will lead end-to-end Supply Chain processes including Logistics, Procurement, and Special Operations. Stacy Gordon also joined HelloFresh as Chief Product Officer, leading the company’s Product team, encompassing Culinary,

Product Strategy and Product Innovation. In the U.S., the company currently has more than 60 open positions across departments spanning Data Science, Engineering, Finance, Food Safety, Marketing, Operations, Product, and Procurement.

HelloFresh U.S. is now the largest and fastest-growing market among HelloFresh Group's country operations. In 2017, HelloFresh introduced a series of new products including HelloFresh Wine, an online marketplace selling kitchenware and re-launched its Family Plan. HelloFresh also introduced menu features including breakfast, Premium meals, Hall of Fame, and 20-minute meals.

About HelloFresh

HelloFresh is the world's leading meal kit company, operating in the U.S., the United Kingdom, Germany, the Netherlands, Belgium, Australia, Austria, Switzerland and Canada. HelloFresh delivered 33.7 million meals in the 3-month period from 1 April 2017 to 30 June 2017 to more than 1.25 million customers. HelloFresh was founded in November 2011 in Germany and pioneered the global phenomenon of meal kits. The company has offices in New York, Berlin, London, Amsterdam, Zurich, Sydney and Toronto and operates seven fulfillment centers around the globe.

Media Contact

Shara Seigel

Senior PR Manager | HelloFresh U.S.

T: 929-290-5475

E: shara@hellofresh.com

Eva Switala

Global Head of PR | HelloFresh Global

T: +49 (0) 160 98 082 688

E: es@hellofresh.com



IMAGES





COMPANIESnewsroom