



## **Christina Rosenberg**



After completing an apprenticeship in dressmaking, Christina Rosenberg, a German national who was born in 1969, graduated from the University of Augsburg with a diploma in business administration. With a focus on production, logistics and marketing, she thus laid the foundations for a successful entry into the retail sector.

For more than 20 years, Christina Rosenberg has been working in retail and is now responsible for the full spectrum of processes from purchasing to sales to the end customer. In the area of change management, she has provided valuable input throughout the entire value-added chain, and in particular on the subject of adapting to the constantly changing parameters in the retail sector. She has gained international experience in various countries including France, where she was jointly responsible for establishing a Swedish retail company in 1997/1998.

In her role as managing director with sole powers of representation of Hermès GmbH with responsibility for Germany, Austria and the Czech Republic, her strategic and operational management of the company enabled her to guarantee constant growth and achieve a clear positioning of the Hermès brand throughout the years. In addition, by taking over the role of mentor to the global digital manager of Hermès in 2015, Christina Rosenberg was able to play an active role in the company's "going omnichannel" process in the field of digitisation.

Christina Rosenberg has been running her own business consultancy since July 2019, specialising in innovation and digitisation in commerce and accompanying start-ups in the retail industry as an angel investor and advisor.

Christina Rosenberg has been a member of the supervisory board of Villeroy & Boch AG since 2013.