

## Press Release

Hamburg, 5 March 2026

### **Management Board complete:**

### **Marcus von Franck becomes CMO of OTTO**

**From June 2026, Marcus von Franck will complete the Management Board at OTTO, becoming the company's Chief Marketing Officer and heading its Advertising Services, Marketing and Product Development business units. Since 2023, as Senior Vice President and CMO of the HelloFresh Group in North America, he has been responsible for the wide-ranging brand, performance marketing and marketing management of the HelloFresh and Factor brands.**

OTTO has secured the services of Marcus von Franck, an internationally experienced marketing and digital executive with over twenty years of experience in the platform and digital business. In his current role at the HelloFresh Group, he has managed all marketing activities for the HelloFresh and Factor brands in North America since 2023, including branding, performance marketing, CRM, promotions and data-driven management.

Prior to this, the business graduate spent a total of 13 years at Amazon in various management roles, latterly as Director EU Prime & Marketing where he was responsible for marketing for several European markets (including Germany, Austria, the Netherlands, Sweden, Poland and Turkey) as well as product management for Amazon Prime. While there, he managed the expansion of the Prime program, the development of cross-channel funnel and loyalty strategies as well as large-volume performance campaigns. As Head of Marketing/Marketing Director Germany from 2012, von Franck managed all channels, campaigns and customer segment strategies in a strongly ROI-driven environment.

He also held management positions at 1&1 Mail & Media/United Internet (VP Product Management), lastminute.com (Marketing Director) and SinnerSchrader, where, at an early stage in his career, he was responsible for digital growth strategies and performance-driven organizational development.

Dr. Marcus Ackermann, member of the Otto Group's Executive Board responsible for multichannel distance selling: "I am delighted that we have succeeded in gaining Marcus von Franck as a new member of OTTO's Management Board. He has exactly the expertise needed to take OTTO's approach to existing and new customers to the next level and to make an enormously important contribution to the company's future viability."

In addition to CMO Marcus von Franck, the future Management Board at OTTO will consist of Dr. Boris Ewenstein (Chair of the Management Board – CEO), Andrea Becker (Finance, HR & Services – CFO and CHRO) and Dr. Michael Müller-Wünsch (Technology – CIO)

### **Otto Group**

With a strong heritage as a family business and firmly rooted values, the Otto Group is looking to the future with confidence. Over the past 75 years, the company has developed from a catalog-based mail order company into an international digital retail and services group with 36,300 employees and a large number of key companies, brands and holdings in over thirty countries, primarily in Germany, the rest of Europe and North America. Its business activities extend to the Platforms, Brand Concepts, Retailers, Services and Financial Services segments. In the 2024/25 financial year (ending February 28), the Otto Group generated revenues of 15 billion euros. As the largest online retailer of European origin, it is shaping the digital retail and digital services of the future by drawing on its strength, market significance and values. Driven by a passionate and entrepreneurial performance culture, the Group is exploiting its vast market expertise and technological competence to inspire its many millions of customers with high-quality products, unique choice of goods and an array of services. The Otto Group is proof that a value-oriented approach and business success can go hand in hand. Environmental protection has been another corporate objective since 1986. It takes its ecological, social and digital responsibility seriously – and will continue to do so.

Find out more at [www.ottogroup.com](http://www.ottogroup.com).

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