



## Press Release

March 23, 2017

Henkel 2020+: Further progress in accelerating digitalization

### Henkel appoints Rahmyn Kress as Chief Digital Officer

Düsseldorf – Henkel has named Rahmyn Kress as Chief Digital Officer to accelerate Henkel’s digital activities. He will report directly to Henkel CEO Hans Van Bylen. Rahmyn Kress will join Henkel in the second quarter to steer and coordinate the digital activities across all business units. As Chief Digital Officer, he will focus on driving digital scale, building digital capabilities and leading digital projects across the entire company.

Henkel has defined “Accelerate Digitalization” as one of its strategic priorities through to 2020 and beyond, aiming to successfully grow its business, strengthen the relationships with its customers and consumers, optimize its processes and advance digitalization across the entire company. “We are pleased that Rahmyn Kress will join our global team. His knowledge and skills will help us to further accelerate our digital strategy”, said Henkel CEO Hans Van Bylen. “This appointment marks another step in implementing our strategic priorities for Henkel through to 2020 and beyond.”

Rahmyn Kress holds a PhD in Finance Management and Organizational Behavior as well as a master’s degree in Business Administration (MBA). He has more than 25 years of professional experience in developing and implementing digital strategies. He gained extensive international expertise across different industries. Prior to his new role at Henkel, he has been with Accenture since 2010, where he held several executive roles from being the CEO & President of an Accenture digital subsidiary in digital supply chain, Managing Director, Telecom, Media & Technology and most recently as Managing Director of Accenture Technology Ecosystems & Ventures in Europe. Prior to this, he was the Senior Vice President of Physical and Digital Operations at Universal Music Group.

## **About Henkel**

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2016, Henkel reported sales of 18.7 billion euros, adjusted operating profit of 3.2 billion euros. Its three top brands, Persil (detergent), Schwarzkopf (hair care) and Loctite (adhesive) generated more than 6 billion euros in combined sales. Henkel employs more than 50,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit [www.henkel.com](http://www.henkel.com).

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**Photo material is available at <http://www.henkel.com/press>**

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