



Media Information

C&A Europe strengthens management team with key appointments

- Jean Sebastien Guy will join as Chief People & Culture Officer on 1 March 2021
- Betty Kieß will join as Head of Corporate Communications Europe 12 April 2021

Düsseldorf, 17 February 2021 – [C&A Europe](#) is pleased to announce the appointment of Jean Sebastien Guy as Chief People & Culture Officer and Betty Kieß as Head of Corporate Communications Europe, effective 1 March 2021 and 12 April 2021, respectively.

Giny Boer, CEO C&A Europe said: “Since joining C&A Europe last year, I have been meeting colleagues across markets and functions in order to better understand what makes the C&A brand and culture so unique. What I have found is an incredibly inspiring team that is passionate about the customers we serve and proud of what our brand stands for on the sustainability front, even in these most challenging times.

Looking ahead, it is clear that our people, culture and brand play an absolutely central role on our journey to becoming a modern and purpose driven company that reflects the needs and expectations of our customers. For this reason, I am pleased to welcome both Jean Sebastien and Betty, two seasoned professionals in their fields, to complement our leadership team and prepare C&A for the future.

Jean Sebastien is a seasoned leader with a successful track record of delivering cultural transformation programs in a global context. He is passionate about people and brings the right capabilities and experience to lead C&A’s cultural transformation in support of our strategy. Betty has extensive experience in brand and reputation management across Europe and will be a key asset on our team as we continue to build a corporate brand that is authentic, inclusive and modern.”

Jean Sebastien Guy joins C&A from IKEA where he most recently led People, Culture and Leadership Development of IKEA’s Digital Transformation and was a member of its Management Board. Over his 26-career at IKEA, Jean Sebastien held numerous global leadership roles, including as Head of HR for IKEA’s Retail Southern & Eastern Europe Region and the Distribution South Europe organization. Prior to that, Jean Sebastien was responsible for IKEA’s global Competence Development organisation and spent several years working in various management roles in logistics and procurement. At C&A, Jean Sebastien will report to CEO Giny Boer and be part of the European Management team.

Betty Kieß joins C&A from international energy supplier E.ON, where she has been working for almost 13 years. In her last role as Senior Vice President Strategic Communications/Media & Employee Relations she was accountable for E.ON’s Groupwide Communications Strategy, internal and external campaigns as well as executive communications and the positioning of the Board of Management. Before joining E.ON, Betty worked at Ketchum as a Senior Consultant focusing on consumer and brand communications, and before that at Pleon as a corporate communications advisor. At C&A, Betty will report to CEO Giny Boer and advise the European Management Team as a standing guest.

About C&A

C&A is a leading fashion retail brand present in 21 countries worldwide welcomes and provides millions of visitors each day with good quality fashion at affordable prices for their entire family. In Europe, C&A has 1,400 stores. C&A AG is the parent company of C&A Europe. For more information, see <http://www.c-a.com>.

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