

Press Release

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Spotlight on the shopping experience: bonprix restructures IT and welcomes Rebecca Lay and Michael Malessa to the leadership team

Customer Centricity is Queen. This mindset from bonprix and its employees is also reflected in the new IT structure. With the strategic milestone of consolidating IT expertise and reorganising it along the customer journey, the company promotes a seamless [shopping experience](#) for customers while simultaneously increasing the efficiency of its IT teams.

From now on, IT at bonprix is divided into two central areas: “Business IT” and “Technology & Operations”. While Business IT is responsible for the technology-wide development of products for customers and managing requirements from various areas, Technology & Operations focuses on technology-related services and infrastructure. To implement this realignment, bonprix has brought on board two renowned industry experts.

New leadership in IT: Matthias Wlaka welcomes Rebecca Lay and Michael Malessa

As Chief Technology Officer (CTO), [Matthias Wlaka](#) has been in office since January 2024, having previously worked at OTTO for more than ten years, where he most recently held the position of IT Director. He is pleased to announce a promising new addition to the Business IT area at bonprix: “With Rebecca Lay, we have gained a high-caliber manager who will further professionalise our customer-centric mindset in IT. Her experience and personality are an asset to our brand and our IT.”

Lay has held the position of Vice President Business IT at bonprix since 1 March 2025. She has nearly 20 years of experience at Tchibo, where she was last responsible for the expansion of the business model and the digital transformation of the entire value chain in the non-food division. At bonprix, she is responsible for the strategic alignment of IT in terms of customer centricity and the ongoing development of the customer journey in close collaboration with all departments. She reports to Wlaka. “What drives me is the continuous optimisation of experiences for our customers and using digital solutions as enablers,” says Lay. “At bonprix, we can tap into an immense wealth of knowledge within the teams. Now, we are consolidating expertise and resources as well as transforming our organisation and processes even more consistently and customer centric.”

In the Technology & Operations area, the focus is on standardisation, digitisation, and further development of the technical platforms used by the Business IT teams. With Michael Malessa, the second new Vice President for IT, Wlaka sees his organisation excellently complemented. “Michael Malessa will join our leadership team as Vice President Technology & Operations starting in April of this year,” says Wlaka. “With his expertise, we will advance technological transformation and development in conjunction with Business IT.” Malessa will also report to Wlaka in this role. Until now, he has spent more than ten years in a leadership

position in IT at OTTO, where he currently oversees the transformation and efficiency enhancement of the inventory and order management systems as Division Manager Operations.

Success factor: IT as a strategic partner at bonprix

Building on strong technological platforms and services, bonprix combines three competitive advantages with the IT realignment: strong customer orientation, strategic alignment of IT with business processes, and efficient use of synergies.

About bonprix

bonprix is an internationally successful fashion and e-commerce company. Founded in 1986 as a catalog retailer in Hamburg, Germany, bonprix now employs around 2,500 people worldwide. With a wide range of products, the company reaches more than 10 million active customers in its core European markets via its online shops and apps. As a vertical fashion brand, bonprix primarily sells its own fashion with an excellent price-performance ratio.

In the fiscal year 2023/24 (29 February 2024), the bonprix Group generated sales of EUR 1.52 billion, making it one of the best-performing businesses within the Otto Group. In Germany, www.bonprix.de is one of the highest-grossing online shops and ranks fifth among online shops with fashion as their main product segment.*

**Source: Ranking of top-selling online stores "E-Commerce-Markt Deutschland 2024" by EHI Retail Institute/ecommerceDB*

Downloads

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