

Heerlen, 1 February 2024

Press release

Dorit Posdorf takes over marketing at DocMorris Germany

Dorit Posdorf will become the new Chief Marketing Officer (CMO) for the Germany segment at DocMorris on 1 March 2024.

Posdorf was most recently Chief Commercial Officer at the online beauty shop Flaconi. Previously, she was Operating Partner Marketing at the media company ProSiebenSat.1, where she was responsible for the investment portfolio of e-commerce companies. She was Chief Marketing and Sales Officer at the fashion retailer Outfittery and worked for Roland Berger Strategy Consultants for more than ten years.

DocMorris CEO Walter Hess is delighted about the new addition to the management team: "With Dorit Posdorf, we have gained a very accomplished marketing specialist with extensive experience in the e-commerce business. She is coming on board during an important phase in which the digitalisation of the healthcare sector in Germany is progressing. I am very much looking forward to working with her."

Media contact

Torben Bonnke, Director Communications

E-Mail: media@docmorris.com

Phone: +49 171 864 888 1

DocMorris

The DocMorris healthcare platform is a wholly owned subsidiary of the Swiss DocMorris AG, which generated external sales of 976 million CHF in the German segment in 2023 with currently 9 million active customers. The platform encompasses all activities related to digital holistic healthcare – from the diagnosis at the online doctor's visit to the pharmaceutical consultation and the required medication, healthcare product or digital solution from the online pharmacy. DocMorris thus creates easy access to all health services in one place for customers with just one click.