



The Warehouse Group announces major changes to improve performance of core brands

18 June 2024

The Warehouse Group has announced plans to reshape its business around its three core brands, resulting in changes to its Executive Leadership team.

Interim CEO John Journee said, “We're not where we need to be, and we must act decisively to fix that. We need to be leaner and focused on our core brands – The Warehouse, Warehouse Stationery and Noel Leeming.

“As a result, we are making changes to the Executive Leadership Team so we’re laser focused on what we need to deliver.”

Six of the nine Group Executive Leadership team roles have been disestablished.

Five new retail leadership roles reporting to the CEO have been created focused on The Warehouse and Warehouse Stationery, with a dedicated leadership role for Noel Leeming. The following direct appointments have been made into four of these roles:

- Executive General Manager Operations for TWL/WSL – Ian Carter
- Executive General Manager Merchandise for TWL/WSL – Tania Benyon
- Executive General Manager Supply Chain and Sourcing for TWL/WSL – Mark Anderton
- Chief Operating Officer for Noel Leeming – Jason Bell.

These new leadership roles will be in place effective 18 June 2024.

A selection process will be run for the fifth role of Executive General Manager Marketing and Digital TWL/WSL.

Chief Sales and Customer Officer Jonathan Waecker and Chief Information Officer Edwin Gear will be leaving the Group by mid-September.

“Jonathan and Edwin have 12 years of service between them, and I want to thank them for their contributions to the Group.”

“These changes are the first step for us to simplify and streamline our operating model, reduce cost and sharpen the focus on our core brands. We’re taking quick and decisive action to improve our performance and better serve our customers.”

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