



## **Dr. Christian Baier**

Chief Operating Officer (COO) of Ströer Management SE

Dr. Christian Baier was born in 1979 in Berlin, Germany. He studied business management at the European Business School in Oestrich-Winkel, where he also obtained his doctorate. He worked in corporate finance for McKinsey for eight years and then spent seven years as Managing Director, CFO and COO of zLabels, a subsidiary of Zalando SE.

Dr. Christian Baier has been Chief Financial Officer (CFO) at Ströer since August 1, 2019. As of June 1, 2021, he assumed the role of Chief Operating Officer (COO), he will drive forward the sustainable further development of Group-wide technologies, IT infrastructure and cost efficiency as well as all ESG-relevant areas for the Group with even greater focus.