

press release



Maxeda appoints Bill O'Shea Director Business Development

Amsterdam, 6 February. Maxeda recently appointed Bill O'Shea (43) as Director Business Development. His main tasks will be to facilitate the growth ambitions of the Maxeda formats as well as to support their further (International) expansion.

Previously O'Shea worked for Starbucks Coffee Company EMEA, as CFO and most recently as Director of Business Transformation. In his time in Starbucks, O'Shea played a key role in expansion of the store portfolio into mainland Europe, Russia and the Middle East.

Bill O'Shea, Director Business Development: "We have almost 1300 stores in 12 countries. More than half of these stores are now abroad. Therefore, I see it as a wonderful challenge to facilitate the growth ambition of our formats and support their continued expansion plans."

End press release

For more information, please contact

Maxeda

Corporate Communications

Arnold Drijver

Telephone: + 31 (0)20-5490433