

## CHRISTIAN BAIER

Christian Baier has served as a Managing Director for zLabels since 2012, when he joined the company after nearly eight years advising major blue chip corporations on everything from product pricing to takeover strategy at McKinsey & Co. It was here that he began his professional friendship with Jan Wilmking, and together the two now oversee zLabels' continued growth and expansion as part of the wider Zalando family.

Fun fact: During his studies he earned pocket money selling ice cream at concerts and sports events (including the 2006 World Cup), which made him a real expert during our recent mint&berry Ice Cream Market...