

The myToys Group, a Leading European Pure Play E-commerce Business, Announces Roger Mitchell as Senior Vice President Technology

London, England — May 20, 2019 Renovata & Company is pleased to announce the placement of Roger Mitchell as senior vice president technology for the myToys Group, an e-commerce family shopping retailer in Europe. Mitchell will lead the evolution of the technology platform and team to fuel the next phase of the company's growth.

The myToys Group was founded in 1990 to help parents buy toys and children's products on the internet. It started as a small web shop with 20 employees and 5,000 products. Since then, the company has diversified its offering and brands to help meet the ever-growing demand across multiple product areas targeting women, babies, children and teens. Today, the myToys Group has approximately 2,000 employees, 2 million new customers per year, and over 800,000 products from more than 4,000 brands and licenses. It's the leading European online shop for toys and children's ware.

The myToys Group is now part of the Otto Group portfolio—one of the world's largest online retailers—and has added several other online shops, including Ambellis for womenswear; mirapodo.de for footwear; Limango, an online shopping community; and yomonda, a home and living store. The company then aligned the brands by allowing customers to order from the various online shops with a single checkout and payment process. In addition to doing business online, the myToys Group has broadened into multichannel and has 17 physical stores in Germany. The company is working on a series of strategic development initiatives and technology to expand its international footprint. These include evolving its platform to improve the customer experience—and this is where Mitchell will take the lead.

"Roger is an accomplished technology executive with extensive commercial and technical experience in global retail organizations," says Thomas Jepsen, Renovata & Company partner. "He has strong digital and omnichannel domain knowledge, gained from leadership roles within the fashion, luxury and general merchandising retail sector over the past 15 years."

Prior to joining the myToys Group, Mitchell was group platform technology director for YOOX Net-A-Porter Group, where he led a technology platform transformation for the online luxury platform retailer. Before that, he was multichannel product director for Asda's grocery home shopping platform. He has held numerous other technology and professional services leadership and consulting positions, at companies including Javelin, Red Prairie, Detica and Sun Microsystems.

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