



Wehkamp
Retail Group

Press Release (UK)

Miled Boukrami appointed as new CFO of The Wehkamp Retail Group

Miled Boukrami and Martijn Hagman together form the Management Board of WRG



Zwolle, May 1, 2025 – Miled Boukrami has been appointed Chief Financial Officer of the Wehkamp Retail Group. She succeeds Chris Rostron, who retired at the end of March. Boukrami joins from Loavies, also based in Zwolle, and brings with her a wealth of financial experience and deep knowledge of business processes. Together with Martijn Hagman, who started as CEO in April, she forms the Management Board of the company.

Miled Boukrami's international experience in the retail sector and technical fulfillment companies aligns well with her new role at Wehkamp Retail Group. Over the past three years, she was responsible for finance and operations at the online retailer Loavies. Prior to that, she served as Finance Director at MHS Fortna, a supplier of technical warehouse solutions. She also held senior financial positions at Americold and RELX Group. In addition to her financial expertise, Boukrami brings strong language skills; besides Dutch, she speaks fluent French, English, and Arabic.



**Wehkamp
Retail Group**

She studied in France, where she obtained both a Master's degree and a PhD in Finance.

Outside of her professional role, Boukrami is also a board member of the non-profit organization Widows and Orphans Development Foundation (WODF), where she contributes to process structuring and fundraising efforts.

Miled Boukrami looks forward to her time at Wehkamp Retail Group:

"I'm truly excited to join Wehkamp Retail Group and to get to know everyone. I've already been impressed by the passion of the people I've met so far. I will focus on sustainable growth, financial stability, and further strengthening our market position."

Management Board of Wehkamp Retail Group

Boukrami joins the Management Board and, together with CEO Martijn Hagman, leads the Management Team and the wider organization.

Martijn Hagman: "We are very pleased to welcome Miled as our new CFO. With her financial expertise and extensive experience in the retail and e-commerce sector, she brings exactly the knowledge and vision we need. I look forward to working closely with her as we lead Wehkamp Retail Group into its next phase."

Hagman assumed the role of CEO on April 14, succeeding Graham Harris, who announced his retirement after six years of leading the organization.

For more information:

Marthijn Tabak (Manager Communications & PR Wehkamp Retail Group)

E-mail: mtabak@wehkamp.nl

Phone: 06-22486010

About Wehkamp Retail Group

Wehkamp Retail Group is a leading Dutch e-commerce company with a multi-fascia strategy, operating several strong brands: Wehkamp, [kleertjes.com](https://www.kleertjes.com), and Union River. These brands share a state-of-the-art technological platform and utilize the company's fully automated distribution center in Zwolle. The group serves approximately 2.5 million customers annually in the Netherlands.

What started in 1952 as a mail-order company has grown into one of the Netherlands' first major online retailers. Since 1995, Wehkamp has been fully focused



**Wehkamp
Retail Group**

on e-commerce. With the acquisition of kleertjes.com in 2021 and the launch of Union River in 2022, Wehkamp Retail Group has evolved into a technology-driven e-commerce organization with a curated and inspiring product offering.