

Bastian Diedrich

Member of the Management Board - hmmh AG



Bastian Diedrich has been at hmmh since 2012 and, in his role as a member of the management board, he focuses on the expansion of the existing customer base and the acquisition of new customers. As well as Business Development, he is also responsible for the areas of consulting and innovation - which is pushing ahead with future-oriented commerce themes - and also heads the market-based key areas of Personnel Development and Recruiting, as well as Corporate

Communications. His goal is to open up new business areas at an early stage in their development through precise observation of the markets, thereby continuing to raise the profile of the hmmh brand.

Diedrich studied Media Management at the University of Applied Sciences in Mittweida. Whilst still at university, he founded kuechendesign24, a B2C online shop selling electrical kitchen equipment, and subsequently went on to join Axel Springer AG. In his most recent role, he was Head of Business Development at hmmh.

Born:

1985 in Bielefeld

[to LinkedIn profile](#)

Career history:

- Kuechendesign24
- Axel Springer AG

Key themes:

- AI strategies and implementation
- New Work - interdisciplinary collaboration between agencies and customers
- Customer-centricity in Connected Commerce
- Agile working methods

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