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ANTJE LEINEMANN IS NEW MANAGING DIRECTOR OF BIKINI BERLIN

On 1st March 2016 Antje Leinemann (50) commenced her role as managing director of BIKINI BERLIN. With this appointment, Bayerische Hausbau, owner of the listed building complex, has brought on board a long-standing expert from the stationary retail sector for the further development and positioning of BIKINI BERLIN on the German market. Prior to taking on this position, Antje Leinemann, who has a degree in business administration, worked for over 20 years in various management positions at Karstadt Warenhaus GmbH. Most recently she was responsible, as manager, for the sales region of Berlin and eastern Germany. Antje Leinemann is a member of the Trade Committee of the Chamber of Commerce and Industry of Berlin and was a long-standing presidium member of the Berlin-Brandenburg Retail Association (HBB).

“For me, BIKINI BERLIN, with its portfolio of office and hotel buildings, a cinema and the concept shopping mall, brings together the history and future of Berlin as a business location. The mall concept is the only one of its kind in Europe and has one of the best locations in a vibrant city. I’m looking forward to the new challenge,” says Antje Leinemann.

“With Antje Leinemann’s many years of expertise in stationary retail, including her responsibility for the further development of the location and the development of new retail space concepts, she and her team will be providing new inspiration at BIKINI BERLIN and, above all, continuing to successfully communicate our idea of a concept shopping mall,” explains Dr. Hermann Brandstetter, managing director of Bayerische Hausbau.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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