Christopher Zurheiden takes over

as Head of Corporate Communications at DEICHMANN

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Christopher Zurheiden will take over as Head of Corporate Communications at DEICHMANN SE on 1 April 2026. As Head of Corporate Communications, the 39-year-old will report directly to Heinrich Deichmann. He succeeds Christian Hinkel, who is moving on to a new professional challenge after more than five years at DEICHMANN.

“We would like to thank Christian Hinkel for his trusting and successful collaboration and wish him all the best for his professional and personal future,” says Heinrich Deichmann.

“In Christopher Zurheiden, we are gaining a highly experienced communications manager who has successfully shaped strategic corporate communications, brand management and crisis communications in various companies. With his expertise, he will play a key role in shaping the further development of DEICHMANN’s communications both nationally and internationally,” says Heinrich Deichmann.

Christopher Zurheiden has more than ten years’ experience in corporate communications. Most recently, he spent three and a half years as Manager of External Communications at ALDI SÜD in Germany, where he was responsible for the company’s external communications.



He previously worked for tonies SE, the company behind the Toniebox and the Tonie figures. In his role as press spokesperson, he was responsible for media relations in Germany, Austria and Switzerland and managed the communications for the company’s IPO. Other roles have taken him to Athlon Germany, a subsidiary of Daimler AG, and the Association of German Engineers, amongst

others.

At DEICHMANN, Christopher Zurheiden will be responsible for national and international corporate communications, internal communications, fashion PR and communications matters relating to the DEICHMANN Foundation.

“I am very much looking forward to my new role at DEICHMANN. The company combines economic strength with clear values and a high level of social responsibility. Together with the team, I aim to further develop communications both nationally and internationally and support the DEICHMANN brand with clear, relevant and credible messages,” says Christopher Zurheiden.