



Dunelm Strengthens Executive Team with New Hires

Laura Harricks appointed as Chief Customer Officer alongside Caroline Angell as Chief People Officer

Dunelm, the UK's leading homewares retailer, has bolstered its Executive Team with two key new hires to support the next phase of its growth.

Joining as Dunelm's Chief Customer Officer in early March, Laura Harricks will continue to drive our relentless focus on the customer, bringing with her a wealth of relevant experience from major UK retailers including Ocado Retail, Monsoon Accessorize, and Currys. Laura's remit will extend across Customer and Digital, as Dunelm seeks to drive even deeper relationships with customers, harnessing the brand's universal appeal.

Over the course of her career in retail, Laura has spearheaded a range of customer-led digital transformation programmes, as well as loyalty and customer experience strategies that deliver growth, most recently as Chief Customer Officer at Ocado Retail.

Caroline Angell joins the Executive Team as Chief People Officer with immediate effect, bringing significant experience from a range of senior People-focused roles within the retail sector, including at Kingfisher, Currys and Sainsbury's.

She brings a deep understanding of how to drive organisational development, with a focus on building the right capabilities and improving colleague engagement, which will be invaluable in supporting Dunelm's growth ambitions.

Clo Moriarty, CEO of Dunelm, commented:

"As we build and execute our growth plans at pace, it's fantastic to welcome Laura and Caroline into our Executive Team."

"We want to drive a relentless focus on the customer and Laura brings the right experience, energy and strategic capabilities to help us accelerate that journey. Her leadership will be crucial as we sharpen our digital experience, harness creativity and insights, and ensure our customers are at the heart of every decision we make."

“Our colleagues are what make Dunelm so special, and we know how important they will be in taking the business to the next level. Caroline brings with her a wealth of expertise in developing people, culture and capabilities, and she will play a vital role as we continue to evolve the business and capture the significant opportunity we have ahead of us.

“I’m thrilled to welcome them both to The Home of Homes and look forward to working with them.”

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Notes to Editors:

About Dunelm

Dunelm is the UK's market leader in homewares with a purpose 'to help create the joy of truly feeling at home, now and for generations to come'. Its specialist customer proposition offers value, quality, choice and style across an extensive range of more than 100,000 SKUs, spanning multiple homewares and furniture categories and including services such as Made-to-Measure window treatments.

The business was founded in 1979 by the Adderley family, beginning as a curtains stall on Leicester market before expanding its store footprint. The business has grown to 203 stores across the UK and Ireland and has developed a successful online offer through dunelm.com which includes home delivery and Click & Collect options. 160 UK stores now include Pausa coffee shops, where customers can enjoy a range of hot and cold food and drinks.

From its textiles heritage in areas such as bedding, curtains, cushions, quilts and pillows, Dunelm has built a comprehensive offer as The Home of Homes including furniture, kitchenware, dining, lighting, outdoor, decoration and DIY. The business predominantly sells specialist own-brand products sourced from long-term, committed suppliers.

Dunelm is headquartered in Leicester and employs c.12,500 colleagues.