



Catch.com.au appoints Brendan Sweeney as new Managing Director

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Catch.com.au, one of Australia's largest and most-loved online marketplaces, has appointed experienced retail and eCommerce executive Brendan Sweeney as Managing Director.

Brendan currently runs global eCommerce and Loyalty for the Cotton On Group and has significant experience both in Australia and internationally in leading retail ecommerce businesses.

Prior to his current role, he headed up the strategy function at Coles Group, where he led the supermarket's multichannel offering. He has also held executive retail roles in the United Kingdom including Commercial Director at department store John Lewis where he led the growth of JohnLewis.com.

Catch was acquired by Wesfarmers in 2019 and has recently moved into the Wesfarmers OneDigital division under Nicole Sheffield, combining the Group's digitally native businesses.

"Under OneDigital, Catch is transitioning to a broad-based Australian marketplace offering, focused on brands customers know and love," Ms Sheffield said.

"Brendan has significant experience leading large-scale ecommerce and retail investment programs and will spearhead this transformation. He will also lead the Fulfilled by Catch program, a multimillion-dollar investment in cutting-edge fulfilment centres and delivery technology to drive faster delivery for Catch and other Wesfarmers retail business."

Brendan will start in the role in late October and said he was excited to hit the ground running as Catch prepares for what is expected to be its busiest Christmas ever.

"I am thrilled to be taking on this new challenge and am honoured to be leading such a well-known, Australian brand in Catch," Mr Sweeney said.

"As a customer of Catch myself I know the strong value proposition it offers, across categories including household, apparel, grocery and sport. I look forward to working with the team as we continue to evolve this offering in what is a very competitive market.

"The opportunities to improve delivery and fulfilment also excite me as we know consumer expectations are changing and we need to move quickly not just keep up, but to lead the industry."

- Ends -

Images available on request.

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Brendan Sweeney biography

Born in Ireland, Brendan is an experienced multichannel retailing executive with experience working in the United Kingdom and Australia. He moved to Australia in 2012 after working with UK department store John Lewis and retailer Phones4u.

Brendan spent three years working at Coles during its transformation, running the supermarket's multichannel strategy and operations. He also led Strategy and Delivery.

In 2015 Brendan joined Cotton on Group as Group General Manager eCommerce, leading the Group's international online strategy across seven retail brands.

He is a graduate of Harvard Business School, Warwick Business School and the Australian Institute of Company Directors.

He lives in Melbourne with his wife and children.