

## Press release

### **rocket.beauty sets course for growth: Mattias Mussler passes management to Udo Heuser - with new operational leadership duo starting in 2025**

Wiesbaden – 17.12.2024 – **rocket.beauty**, the innovative distributor and service partner for emerging brands in the niche segment, announces a change in its management team. Mattias Mussler, who played a key role in establishing **rocket.beauty** successfully in the market, is handing over responsibility to **Udo Heuser**, CEO and Managing Partner of the NOBILIS GROUP. The decision to step back from operational responsibilities is based on personal reasons. Udo Heuser will be supported by a strong leadership duo: **Linda Tessmer**, Head of Brand Experience at **rocket.beauty**, and **Stefan Schwarz**, who will join the company as Head of Customer Success and lead the sales team.

Mattias Mussler hands over the management of **rocket.beauty** at a time when the company firmly established itself as an innovative partner in the beauty market. Under his leadership, **rocket.beauty**—a subsidiary of the renowned NOBILIS GROUP—has not only successfully secured its position in the market but also initiated several significant brand partnerships. With a clear market positioning and a strong market entry, **rocket.beauty** has laid a solid foundation for future success.

Going forward, Mattias Mussler will return to his active role on the advisory board of the NOBILIS GROUP, where he will act as a strategic driving force for innovation, trends, and the development of new brand partnerships. His expertise will continue to benefit both **rocket.beauty** and the entire NOBILIS GROUP. In addition to Mattias Mussler, **Pierre Schwank**, VP Business Operations at the NOBILIS GROUP, and **Mathias Rill**, VP Sales at the NOBILIS GROUP, will also provide advisory and operational support to the **rocket.beauty** team.

**Stefan Schwarz**, who has extensive sales and marketing experience, will join the leadership team in March 2025. With his deep industry knowledge and extensive network within the retail sector, he will play a vital role in the continued development of **rocket.beauty**.

With the new operational leadership duo, **rocket.beauty** is well-equipped to continue the company's success story. True to its mission of creating innovative concepts for the beauty market, **rocket.beauty** is focused on sustainable growth and creative innovation. The company is excellently positioned to make further impactful contributions to the industry. Exciting new brand partnerships are already in the pipeline.

## About rocket.beauty

**rocket.beauty** is the pioneering expert and innovator for the niche segment in the D-A-CH region. As a visionary distributor and service partner based in Wiesbaden, the company is dedicated to revolutionizing the fragrance industry with creative and extraordinary brands and concepts. **rocket.beauty** ensures a seamless and compelling experience from order to delivery, complemented by comprehensive point-of-sale support for a unique in-store experience.

The experienced team of fragrance enthusiasts and niche brand lovers focuses on carefully curated brands that set trends and bring fresh inspiration to the market. As a well-connected subsidiary of the NOBILIS GROUP, **rocket.beauty** provides emerging brands with the ideal platform to unlock their full growth potential.

EMPOWERING TOMORROW'S NICHE BRANDS.

## About NOBILIS GROUP:

The NOBILIS GROUP, the leading, independent and owner-managed beauty distributor in the DACH region, has stood for quality, innovation and sustainable value creation in the beauty industry for over 30 years. The company's core competence lies in the development of strategic partnerships, customized solutions, outstanding industry expertise and excellent relationship management. The corporate culture of the NOBILIS GROUP is characterized by a strong employee focus and actively supports innovative and entrepreneurial action, in the conviction that committed and satisfied employees are the key to success. The NOBILIS GROUP focuses on future-oriented growth in all segments and also enjoys an excellent international reputation. With an impressive track record, the company is shaping the beauty industry as an important driving force in the market in line with its guiding principle: NOBILIS GROUP - WE MAKE BEAUTY PERFORM

## Contact

NOBILIS GROUP GmbH  
Public Relations  
Maria Schneider da Silva  
E-Mail: [m.schneiderdasilva@Nobilis-Group.com](mailto:m.schneiderdasilva@Nobilis-Group.com)  
Telefon: +49 611 94492 278