

PEER FRÖMBLING

Category & E-Commerce Leader

London, UK | [linkedin.com/in/peer-froembling](https://www.linkedin.com/in/peer-froembling)

Right to work in the UK: Settled Status (EU Settlement Scheme)

PROFESSIONAL SUMMARY

Category & E-Commerce leader with 6+ years scaling premium home-goods categories at Wayfair.co.uk — from supplier P&L ownership to building the UK's branded-partnership strategy from scratch. Replicated playbooks across UK & DE, led cross-functional and external-facing teams, and used data & AI tooling to cut through operational noise. MSc in Business Administration, Cum Laude & Valedictorian.

CORE EXPERTISE

Category Management & Strategy · E-Commerce Platform Operations · P&L & Supplier Negotiation · Cross-Functional & Team Leadership · Geographic Market Expansion (UK / DE) · Data Analytics & AI Tooling (GBQ, Looker, LLMs) · Branded Partnerships

PROFESSIONAL EXPERIENCE

WAYFAIR — London, UK

Aug 2020 – Present (6+ yrs) · Online retailer, 10M+ home-goods SKUs, UK/DE markets

Category Manager, UK Housewares & UK Branded Strategy Lead May 2026 – Present

- Lead the UK Housewares category end-to-end, scaling via a team of Supplier Relationship Managers (150+ suppliers).
- Own the UK branded-partnerships strategy — the cross-functional growth framework used across categories.
- Won Wayfair's Global People Principal Award for designing the Branded/Differentiated team structure, now adopted UK-wide.
- Launched quarterly "Branded Bootcamp" training to upskill the wider UK Category Management org.

Category Manager, UK Housewares (Branded) Aug 2023 – May 2026

- Built the UK Housewares (Branded) strategy, later adopted as Wayfair's EU-wide branded business blueprint.
- Managed Supplier Relationship Managers, embedding consistent commercial & negotiation standards (>50 suppliers).
- Grew UK Branded Housewares revenue +30.6% YoY — significantly ahead of the category's underlying growth rate.
- Expanded branded selection +56% YoY and AOV +24%, driven by premium brands (Le Creuset, Smeg, KitchenAid, DeLonghi, Nespresso) and new partners Shark & Ninja.
- Cut fraud-related returns by ~90% in three months and lifted price-match coverage from 63% to 76% via a UK-wide pricing review.
- Developed team members toward promotion.

Assistant Category Manager Aug 2020 – Aug 2023

- Owned P&L for 10–15 key suppliers across Hardware (UK), Housewares (DE), Outdoor Structures (UK) & Lighting (UK) — relationships, negotiation, merchandising.
- Drove Hardware's expansion into DE & AT — supplier acquisition, site-navigation and merchandising localisation — then replicated the playbook for DE Outdoor Structures.

EARLIER CAREER

- Business Strategy Consultant, TIAS Student Consultancy (2019) — market-entry strategy for IoT start-up Nurtio Technologies.
- Intern, Business Intelligence Consultant, Sievers Group (2018) — represented the firm at CeBIT (IBM partnership programme).
- Working Student, Amazon EU (2016–2017) — procurement, marketing co-ops & inventory planning for key brands.
- Intern, Sales Steering & Handling, Lufthansa Cargo (2016) — built KPI dashboards & revenue-management for Iberia sales.

EDUCATION

MSc, Business Administration — TIAS School for Business and Society, NL 2018 – 2019

Grade 4.0, Cum Laude & Valedictorian, Best Student Award, TIAS Academic Excellence Scholarship (Financial Management).

BA, International Management — International School of Management, Germany 2012 – 2017

Specialisation: Supply Chain Management, Procurement & Accounting. Semester abroad: European Business School, Paris.

ADDITIONAL

Languages: German (native) · English (fluent, IELTS 8.5) · Spanish (conversational) · French & Turkish (basic)

Technical: Google Suite, MS Office, SQL, Google BigQuery, Looker / Data Studio, LLM tooling incl. agentic AI