



## Vista Appoints CEO Florian Baumgartner

January 25, 2023

***Four years after returning to the CEO role, Robert Keane names successor, retains roles as Cimpress' chairman and CEO***

Vista announced today the appointment of Florian Baumgartner as its CEO, effective February 1, 2023. He assumes the position from Robert Keane, who will retain his roles as chairman of the board and CEO at Vista parent company Cimpress.



Baumgartner joined Vista and the Vista Executive Team in October 2019. During his tenure, he has overseen Vista's international country teams and manufacturing operations, global promotional products business, customer care and design & service, including Depositphotos, VistaCreate and 99designs by Vista. Prior to joining Vista, Baumgartner held various leadership roles at Amazon where he helped develop and scale the European Retail and International Fresh businesses. Prior to that, Baumgartner was a strategy consultant at McKinsey & Company, supporting retailers and fast-moving consumer goods companies in growth and efficiency initiatives. Baumgartner holds a PhD in Innovation Management.

"Florian's passion and experience are founded on customer obsession. In pursuit of this, he holds a high bar for himself and his teams, in particular around talent and execution, and these qualities align well with the leadership style Vista needs moving forward," Keane said. "After four years of what was always intended as an interim situation in which I served in dual roles as CEO of both Vista and Cimpress, now is the right time to return full time to my role as Cimpress' chairman of the board and CEO."

Keane founded Cimpress in 1995, led its launch of Vista in 1999, and returned as Vista's CEO in 2019. During his recent tenure, Keane and his executive team established key foundations in technology, data and analytics, branding, and design, while leveraging deep customer research to define Vista's North Star vision to become the expert design and marketing partner to small businesses. Baumgartner's appointment will build on these foundations.

"I am incredibly excited to take on this role and deeply convinced that Vista has a bright future ahead. As CEO, my top priority will be refocusing Vista on building products that customers love. To achieve our North Star, we will have to uphold a high bar for customer obsession and will elevate the quality and speed of our execution," said Baumgartner.

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