



Rachel Mendes Dias appointed Commercial Director of MediaMarkt Benelux

Strombeek, 16 June 2026

As of 15 June 2026, Rachel Mendes Dias is the new Country Manager Commercial, Commercial Director, of MediaMarkt Benelux. She succeeds Patrick van der Linden, who will take on the role of Managing Director Commercial for MediaMarkt Austria and Switzerland.

Rachel joined MediaMarkt Netherlands in March 2017 as Senior Category Marketeer and has held the role of Category Group Head for the Benelux since January 2021. Her dedication, deep commercial expertise and strong knowledge of the Benelux organisation make her a natural choice for this role. Rachel was also one of the driving forces behind the Women Inclusion Network, WIN!, within MediaMarkt Benelux.

“I would like to thank the board for the trust they have placed in me and I am full of energy as I take on this new challenge. As market leader, we are in a strong position, but together with our fantastic team I will do everything I can to further strengthen that position. The market is challenging at the moment, but there are still plenty of opportunities ahead,” says Rachel.

Patrick had served as Country Manager Commercial for the Benelux since June 2024. Previously, he held Managing Director positions in several other countries within the MediaMarktSaturn Group, building a strong foundation in commercial leadership, operational excellence and cross-market collaboration within the company. He will remain responsible for several propositions in the Benelux, including MediaMarkt Refurbished and Let’s Go Mobile.

“It has been a great pleasure to lead MediaMarkt Benelux commercially over the past few years. Together, we have achieved record results in profitability and NPS, and launched impactful initiatives such as Let’s Go Mobile, our partnership with Feyenoord and MediaMarkt Refurbished. I look back on this with pride,” says Patrick van der Linden.

Olivier van den Bossche, CEO MediaMarkt Benelux: “We warmly welcome Rachel to our management team and look forward with confidence to working together to further build on our success in the Benelux. We would like to thank Patrick for his significant contribution over the past years. Under his leadership, many initiatives were created and we made major commercial progress in the Benelux. We are pleased that he will continue to apply his expertise within the group and wish him every success in Austria and Switzerland.”

About MediaMarkt

MediaMarkt is Europe’s largest electronics retailer and currently operates 30 stores in Belgium. In the Netherlands, there are now 54 stores, and 2 in Luxembourg. In total, the retail chain operates around 1,000 stores across 11 European countries. At MediaMarkt, the consumer comes first. Every year, more than 100 million consumers visit MediaMarkt, either in-store or online. Through its omnichannel proposition, consumers are served across a wide range of channels and can decide for themselves how, where and when they choose, purchase and receive electronics: in-store, via the webshop, through the app or on the Marketplace. At the Smartbar, which can be found in every MediaMarkt store, customers receive full support through advice and additional services, such as unique TV calibration and the setup of laptops, tablets and smartphones. In addition, customers can choose from a broad range of TV and mobile phone subscriptions, as well as various green energy providers. With BetterWay, our sustainability proposition, we help consumers make more sustainable product choices and adopt more sustainable behavior. The retail chain was founded in 1979 and is part of the MediaMarkt Saturn Retail Group. More information is available at www.mediamarkt.be.

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