

Dixons CEO Heads for Apple

Written by Marco Attard
01 February 2012

Apple hires former Dixons CEO John Browett as senior VP of Retail, where he will be heading global Apple retail operations.



He replaces Ron Johnson (creator of the "Genius Bar") and will be reporting directly to Apple CEO Tim Cook. Apple's global retail operations currently consist of 361 stores, with plans to open 40 new stores in 2012 (30 of which outside the US).

Before joining Dixons in 2007 Browett held a number of positions at Tesco, including Tesco.com CEO.

Meanwhile Dixons is replacing Browett with current Group Operations Director Sebastian James, who has been working with the retailer since 2008. Dixons UK & Ireland also gets a new CE with Katie Bickerstaffe, who was previously responsible for the launch of the KNOWHOW service scheme.

Go [John Browett Joins Apple as Senior VP of Retail](#)

Go [Dixons Board Changes](#)