



Laurent FREIXE

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Date of birth: 21/04/1962

Nationality: French

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Nestlé S.A. - Executive Vice President & CEO Zone Americas (United States of America, Canada, Latin America, Caribbean).

31 Bns USD in Sales – 110'000 people – 150 factories

Main achievements

- Turned around the US Business, and accelerated profitable Growth in Zone AMS, with Market Share gains across the Americas Region.
- Grew Zone Europe profitably each and every year throughout the financial and economic crisis.
- Developed Nescafé Dolce Gusto into a 1 Billion USD Business in Europe.
- Launched successfully the Nestlé Youth Initiative (Nestlé needs Youth) across Europe and more recently across the Americas (Project opportunity in the US-Iniciativa por los Jóvenes in Latam).
- Named International Youth Ambassador of the OIJ (Organización Internacional de Juventud para Ibero-América) in 2018

Career

- Since October 2014 Nestlé S.A. Executive Vice President & CEO Zone Americas (United States of America, Canada, Latin America, Caribbean).
- 2008 Executive Vice President Nestlé S.A., Zone Director for Europe.
- 2007 CEO of the Nestlé Iberian Region with responsibility for Spain and Portugal.
- 2003 CEO of Nestlé Hungary.

- 1999 Head of Nutrition Division, Nestlé France.
- 1986 Nestlé France sales and Marketing.

Education

- Program for Executive Development, IMD, Switzerland
- Ecole de Hautes Etudes Commerciales du Nord (EDHEC), Lille, France, specializing in business administration

Mandates

- Chairman of the GAN (Global Apprenticeship Network) (CH)
- Board Member, Cereal Partners Worldwide (CH)
- Member of the Regional Board of Directors, Consumer Goods Forum in Latin America

Previous Mandates

- Chairman, AIM (European Branded Goods Association), Belgium
- Vice President and Board member, FoodDrinkEurope, Belgium
- Member of the Executive Board, ECR Europe, Belgium
- Chairman, Nestlé Entreprises S.A.S., France
- Chairman, Nestlé Suisse S.A., Switzerland
- Chairman, Société des Produits Nestlé S.A., Switzerland
- Lead Nestlé Director, Lactalis Nestlé Produits Laitiers Frais S.A.S., France
- Lead Nestlé Director, Beverages Partners worldwide (JV with the Coca Cola Company)
- Member, Domestic and Foreign Investment Advisory Council of Ukraine, Ukraine
- Member of the Foreign Investment Advisory Council of Russia (FIAC), Russia