



Hans P. Vriens

Chief Innovation Officer

Member of the Executive Committee

Barry Callebaut AG

Hans P. Vriens (1965) was appointed to the position of Chief Innovation Officer and member of the Management Team in December 2005. Since November 2009, Hans Vriens has been a member of the Executive Committee.

From 2001 to 2005, Hans Vriens was active as the owner of VF&CO. B.V. in Amsterdam, Netherlands, a holding company which invests in and develops new consumer brands for itself and for third-party customers. Activities include consulting for large multinational companies in functional foods, a partnership selling an energy drink in a new packaging concept, as well as the production and distribution of a functional dairy product.

Prior to this, Hans Vriens served as Executive Board Member responsible for Sales, Marketing and Interactive at EM-TV & Merchandising AG in Munich, Germany, and was active in various non-executive board positions in related media companies.

From 1994 to 1999, he held various functions with Red Bull GmbH, among which Managing Director for Red Bull North America in Los Angeles, U.S. From 1989 to 1994 Hans Vriens worked as Brand Manager for Procter & Gamble in Austria and in Germany. He started his career in brand management and marketing with Mars/Effems in Spain and in the Netherlands.

Hans P. Vriens holds a BBA in Marketing from the Nijenrode Business University in Breukelen, Netherlands, an MBA in Marketing/International Business from the University of Oregon, U.S., and received Post Graduate Education at Stanford University, U.S.

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