

Biography

Peter Boone



CEO (*as of September 1, 2021*)

Member of the Executive Committee
Barry Callebaut AG

Peter Boone was appointed
CEO of Barry Callebaut AG, effective
September 1, 2021

Peter Boone was appointed to the position of CEO & President Americas effective September 1, 2017. He has been a member of the Executive Committee of Barry Callebaut since 2012.

Peter Boone joined Barry Callebaut as Chief Innovation Officer. He assumed additional responsibility for Quality Assurance as of June 2013 and for Sustainability as of November 2015. Before joining Barry Callebaut, Peter worked for 16 years for Unilever. His latest role with Unilever was as Chief Marketing Officer responsible for the marketing of all brands in all categories in Australia and New Zealand. He was a member of the regional Executive Board.

Peter Boone started his career at the Information Services division of ITT Corp., where he worked in a strategic marketing role. In 1996, he joined Unilever as a Strategy Analyst at the head office in Rotterdam, Netherlands. Peter Boone also held other positions at Unilever such as Global Vice President Brand Development at the Unilever Headquarters in Rotterdam, Netherlands, and Vice President Marketing & Sales Latin America Foods Solution based in São Paulo, Brazil.

Peter Boone studied Business Administration at Erasmus University in Rotterdam, the Netherlands. He was born in 1970 and is a Dutch national.