

Peter Feld

Chief Executive Officer,
57 years, German national



Peter Feld was appointed Chief Executive Officer and member of the Executive Committee effective April 5, 2023.

Peter Feld was previously CEO of Jacobs Holding. He has leadership experience in companies on almost every continent. He headed GfK, one of the world's leading market research companies. Prior to this role, Peter Feld served as Chief Executive Officer of the WMF Group, a leading premium cookware and professional automatic coffee machine maker for private and professional customers. He successfully developed both companies further, concentrating on customer centricity, digitization, and corporate culture to drive future readiness.

In addition, he gained decades of experience in leading positions in the consumer goods industry, namely at Beiersdorf as President Europe & North America and member of the Executive Board (2010 - 2013), Managing Director for Johnson & Johnson Healthcare Central Europe (2004 - 2010) and Procter & Gamble where he held different management positions (1992 - 2004).

As former Vice President of the German Brands Association, he has also played a key role in driving forward the topic of sustainable development for the industry.

Peter Feld holds a Master in Mechanical Engineering from RWTH Aachen.