



Press release

Monday, June 19th, 2017

Willem de Bruijn becomes new Global Brand Officer

Willem de Bruijn has become new **Global Brand Officer** at Bahlsen since 19 June 2017. Mr de Bruijn will be responsible for the entire brand architecture, the global product portfolio and our future innovations of the Bahlsen Group in the newly established international "Brand Strategy" department.

Mr de Bruijn will be reporting directly to Management Board member Ms Daniela Mündler.

The 45-year-old marketing expert is Dutch and studied Business Management at the University of Groningen. Following his graduation, he held several positions in the marketing area, for example with Kraft in the Netherlands and in France, before moving to Mondelez in Zurich, where he held the positions of Brand Equity Director and Marketing Innovations Director. In 2015, he joined Jacobs Douwe Egberts in the Netherlands as their Global Marketing & Innovations Director.

Corporate Communications

Christian Bahlmann
Head of Corporate Communications

Janina von Jhering
Corporate Communications Manager

T +49 (0)511 960 2627
F +49 (0)511 960 2442
corpcom@bahlsen.com
www.bahlsengroup.com

Bahlsen GmbH & Co. KG
Podbielskistraße 11
30163 Hannover
Germany

About the Bahlsen Group

The German family-based enterprise, Bahlsen, is an international sweet biscuit manufacturer. In Germany, Bahlsen is the most successful manufacturer in this market and, with the brands BAHLSEN and LEIBNIZ, it is the market leader. Also, throughout Europe, Bahlsen is one of the most successful sweet biscuit enterprises. Its roots reach back to 1889, when Hermann Bahlsen founded the 'Hannoversche Cakes-Fabrik H. Bahlsen'. Today, more than 125 years later, Bahlsen, with its biscuits, waffles, bars and cakes, operates internationally, employing 2,700 people with a turnover of 552 million Euros in 2016. Each year, Bahlsen produces more than 137,200 tons of sweet baked goods at its six sites in Germany and Poland, supplying over 55 countries.