



# Wolfgang Meusburger

## EXECUTIVE ADVISOR

### OVERVIEW

Wolfgang Meusburger has held senior global positions for Mars Group and Unilever, and from 1996 to 2001 he was the CEO (Vorstandssprecher) of Tchibo. He sits on the board of several international consumer goods and packaging companies. He also acts as management and business development advisor and is an experienced mentor. He is Chairman of Kägi Söhne AG, Kaffee Partner GmbH, and of Schoellershammer, the packaging paper-manufacturing group. His current non-executive board assignments include BS Group and CCT Reig Group. He also is a non-executive director to LAS, a Swiss IB Boarding school. His former non-executive board assignments are with Rexam, Kamps, Wolford, Jowood and others.

### APPROACH

Wolfgang strongly believes in a highly individualized, situational approach to executive advisory. Every person, every situation and every stage in development create different situations and challenges. He shares experience and challenges clients directly, helping them to find their central focus and development areas. Wolfgang strongly believes that keeping it simple and focused is key to successful mentoring. Time for him is a critical aspect. He tries to follow a situational and expedite process staying intensely in contact with his clients. He believes in defining and developing the lower hanging fruits and in building longer-term platforms for his clients.

### CAREER HISTORY

After his graduation at the University of St. Gallen, Wolfgang started his career in the winter sports industry, then changed to Brand Management at R. J. Reynolds (Camel Cigarettes). He has held senior operational positions for Mars Group (Product Management, International Marketing Management, Marketing and Sales Director, Divisional Manager) and Unilever (Executive Board Langnese-Iglo, CEO Streets Unilever Australia, Group Executive Global Ice Cream).

From 1996 to 2001 he was the CEO (Vorstandssprecher) of Tchibo, the Hamburg-based food and retail group. He sits on the board of several international consumer goods and packaging companies.

He is experienced with publicly listed, private equity-owned, and private, family, and non-family managed companies. Wolfgang takes roles as industry expert for Private Equity firms, pre- and post-acquisition, and consults for Private Equity firms on people development needs.

His experience comprises General Management, Marketing, Branding and Sales, Strategy, Organisation, Integration, Turnaround, Mergers and Post Merger Integration, HR, Management Development.

### PERSONAL

Wolfgang Meusburger lives in Switzerland, is married since almost 40 years and has two grown up children. He has a dual Swiss and Austrian nationality.