

## PETER CORIJN

## CAREER SUMMARY – KEY ROLES

VUCASTAR CONSULTING

• CEO and Founder Global / Brussels 08/17

## AZIZ CORPORATE

- Executive Mentor London / Brussels 02/20 – 03/22

## BAY OF BENGAL INNOVATION COUNCIL

• Leadership Team Stuttgart / Dhaka 02/20 –03/22

MCKINSEY

- Senior Advisor Global / Brussels 08/17 - 04/18

## IMPERIAL BRANDS: 2013 - 2017

- Imperial Tobacco: Chairman of the Operating Committee / CMO / Director Rizla & Global Travel Retail / C-Suite Global / Bristol 06/15 - 03/17
- CMO/ Chairman Supervisory Board Fontem / C-Suite Global / Bristol 08/13 - 05/15

PROCTER & GAMBLE: 1988 – 2013

- Vice President Shave Care: Gillette / Venus / Old Spice (Duracell/Braun until 2011) CEEMEA / Geneva 2006 - 06/13
- Vice President Gillette, Acquisition Integration Leader + Oral Care CEEMEA / Geneva 2005
- Vice President & General Manager North West Africa Casablanca 2001
- Marketing Director Central Europe North (Fabric, Fem, Baby & Home Care) Warsaw 1998
- Marketing Director Arabian Peninsula (Fabric&Home Care Food & new brands) Jeddah 1995
- Marketing Manager (Fabric Care) WEU / Brussels 1994
- Several Marketing roles Benelux 1988

## BANK BRUSSELS LAMBERT (ING): 1986 – 1988:

- Graduate Trainee London / Brussels 1986

## ACADEMIC QUALIFICATIONS

• IMD	“Digital Excellence”	3 wks - 2020
• INSEAD	“International Directors Programme”	3 wks - 2017
• TDLG West Point, Crosslead (Gen. McChrystal Group), CEO Coaching, and others	“Leadership / Mission Success / VUCA”	8 wks - 15/18
• McKinsey / The UK Marketing Academy	“From CMO to CEO”	5 wks - 2015
• Harvard Business School / Monitor (for P&G)	“Strategy”	2 wks - 2001
• Free University Brussels (VUB)	Master in Business Law	1985
• Ghent University (RUG)	Master in Law	1984

## EXTRA-CURRICULAR ACHIEVEMENTS & INTERESTS

- Music: bass / guitar / songwriter. Played support to U2 and Echo&The Bunnymen ('82 - '83) Current
- Karate (Black belt Shotokan) / Krav Maga Current
- Business Writer: articles in ArabAd magazine on business topics (3 to 5X/year) Current
- Discovery & Learning: travel, reading, culture Current