



# Jochen Zeitz

Co-Founder & Co-Chair of The B Team, Former Chairman & CEO at Puma



## CSA CELEBRITY SPEAKERS

Jochen Zeitz Co-Founder and Co-Chair of The B Team, a not-for-profit initiative that has been formed by a group of global business leaders to create a future where business is to be a driving force for social, environmental and economic benefit. Prior to this, Zeitz served 18 years as Chairman and CEO at PUMA.

**At the age of 30, Jochen Zeitz became the youngest Chairman & CEO in German history to head a company listed on the German Stock Exchange**

### In detail

Jochen Zeitz graduated from the European Business School of Oestrich-Winkel with a degree in International Marketing and Finance, which he earned studying in Germany, France, and the United States. After beginning his professional career with Colgate-Palmolive in New York and Hamburg, Zeitz joined Puma in 1990. In 1993 he was appointed CEO and Chairman of the Board of Management. He reached the first major milestone within his first year as CEO, when Puma delivered its first profitable performance since 1986. In 2008, he founded the Zeitz Foundation for Intercultural Ecosphere Safety to support creative and innovative sustainable solutions that balance conservation, community development, culture, and commerce promoting an inclusive, holistic paradigm of conservation. He was also Director of Kering and Chairman of the board's sustainable development committee.

### What he offers you

Jochen Zeitz believes that if each of us were to find new ways to translate our passions into meaningful connections and make a contribution, whether small or large, towards achieving not only personal but larger social and environmental goals, then the world can undoubtedly change for the better. He strives to help his audiences listen to the experiences of others, encourages communication and collaboration, participation and creative expression, and also to protect and preserve the integrity of the ecosystems in our world.

### How he presents

Driven by his passion to find meaning and to create value, Jochen Zeitz is an engaging, energetic and powerful speaker.

### Languages

He presents in German and English (he speaks six foreign languages, including Swahili).

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Credentials

#### 2006

"Trendsetter of the Year" and "Best of European Business Award"

#### 2004

The Federal Cross of Merit of the Republic of Germany

#### 2001

"Entrepreneur of the Year"

Three years in a row "Strategist of the Year" by the Financial Times

### Topics

- Global Strategy and Managing Change
- Creativity and Innovation
- Sustainability, Ethics and Values
- Corporate Social Responsibility
- Leadership & Motivation