



## HENK JAN BELTMAN

Tony's Chocolonely chief chocolate officer

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### Categorie

Customer connection, Business & Management

### Type

Business leader | Entrepreneur

### Inzetbaarheid

Keynote speaker

### Talen

EN, NL

### Afkomstig van

The Netherlands

## Biografie

Henk Jan Beltman is chief chocolate officer at Tony's Chocolonely. The Dutch chocolate brand with a mission to reach 100% slave free chocolate. Tony's Chocolonely was founded by Teun van de Keuken a journalist of the Keuringsdienst van Waarde; a Dutch TV-program on investigations of food products. After Henk Jan finished his Master Management & Organisation at the University of Groningen, he held various marketing roles at Heineken. His entrepreneurial ambitions drove him to set up innocent drinks Benelux whilst specializing in a Master of Food Management. Henk Jan has joined Tony's Chocolonely in 2011. Henk Jan is crazy about chocolate and determined to change the cocoa chain for the better. He is being elected in 2015 as entrepreneur of the year of Amsterdam by the City of Amsterdam.