



PEER SWINKELS

Peer Swinkels, 7th generation of the Swinkels family, has been CEO of Royal Swinkels since 2019. His motto: 'Do not predict the future, create it'. Contact Assemblee Speakers to book Peer Swinkels for your next event.

Tijdslijn

2019

CEO of Royal Swinkels

2015

CCO of Swinkels Family
Brewers (later Royal
Swinkels)

2004

Member of the Executive
Board of Bavaria N.V.

2003

Start at Bavaria (later
Royal Swinkels)

1999

Brand Manager at Unilever
(Uno noedels, Cup-a-soup,
Calvé)

Categorie

Sustainability, Management & Leadership,
Economy & Finance

Type

Expert | Thought leader, Business leader |
Entrepreneur

Inzetbaarheid

Keynote speaker

Talen

English, Dutch

Afkomstig van

The Netherlands

Biografie

'Do not predict the future, create it'

Peer Swinkels, 7th generation of the Swinkels family, has been CEO of Royal Swinkels since 2019. He is responsible for five divisions in the beer, soft drinks, malt, malt extract and real estate business with distribution in 150 countries. After studying Econometrics, he worked in various marketing and sales positions at Unilever. In 2003, he joined Bavaria (later Royal Swinkels). In 2004, he joined the company's Executive Board. His personal ambition is to hand over a healthy and fully circular company to the next generation.

BIOGRAPHY PEER SWINKELS

'Do not predict the future, create it'

Peer Swinkels is chief executive officer (CEO) of Royal Swinkels. In this role, he is responsible for five operating companies active in the beer, soft drinks, malt and malt extract business, with distribution in 150 countries: Swinkels Family Brewers N.V. (B2C), Habesha Breweries (B2C), Cervecería Cubana (B2C), Holland Malt (B2B) and Swinkels Real Estate (B2B).

In 2000, Peer Swinkels completed his studies in Econometrics at Erasmus University in Rotterdam. During his studies, he was among others actively involved with the university as a member of the faculty council of Erasmus School of Economics. He also worked as a team leader and student recruiter for KPMG Ebbinge and as a research analyst at the Erasmus Food Management Institute.

In 1999, he started his career at Unilever, where he held various marketing and sales positions until 2003. In that year, Peer joined Royal Swinkels (formerly Bavaria) as director of the beer division with responsibility for global marketing and the business units in France and Italy. A year later, he joined the Executive Board. In the Executive Board, Peer was responsible for several areas: business unit Netherlands, global marketing, corporate communications, M&A, legal and sales international. In 2015, he became responsible for the global beer-soda business as chief commercial officer.

In 2019 Peer was appointed as CEO and Chairman of the Executive Board of Royal Swinkels. His personal ambition as a CEO is to hand over a healthy and fully circular business to the next generation. In addition, Peer was closely involved in the foundation of Tony's Chocolonely, first 10 years as a Board Member of Tony's Foundation and later as member and Chairman of the Supervisory Board of Tony's Chocolonely. Nowadays he is Supervisory Board Member of

Bolsius Group and Advisory Board Member of
ABN AMRO Bank.