



Joachim Creus

Managing Partner and Chief Executive Officer and Vice Chairman, JAB

Joachim Creus is a Managing Partner and the Chief Executive Officer and Vice Chairman of JAB. He has held a number of executive officer roles at several JAB holding entities. Mr. Creus is currently a member of the board of directors of Coty, JDE Peet's, and several JAB controlled companies. Previously, Mr. Creus held various legal- and tax-related positions at Siemens, Rödl & Partner and Tiberghien Lawyers.