Jochen Zeitz

Former CEO of Harley Davidson Inc and PUMA

"Recognised as one of the world's leaders in sustainable business, conservation and philanthropy"

Jochen Zeitz is a globally respected business leader, sustainability pioneer and investor, widely recognised for proving that long-term commercial success and positive social and environmental impact can go hand in hand. Former CEO of PUMA and Chairman, President and CEO of Harley-Davidson, he is best known as a driving force behind the modern sustainability and purpose-led business movement.

TOPICS:

- Global Strategy and Managing Change
- Creativity and Innovation
- Sustainability, Ethics and Values
- Corporate Social Responsibility
- Leadership in Crisis
- Conservation, Biodiversity & the Role of Business

LANGUAGES:

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

PUBLICATIONS:

2014 The Breakthrough Challenge: 10 Ways to Connect Today's Profits with Tomorrow's Bottom Line (co-authored)

2013 The Manager and the Monk: A Discourse on Prayer, Profit, and Principles

IN DETAIL:

Jochen Zeitz first rose to prominence as the youngest CEO of a DAX-listed company when he took the helm at PUMA at the age of 30. After stepping down from his executive role at PUMA, he deepened his focus on sustainability, conservation and impact investing. He is the founder of The B Team, a global collective of business leaders committed to redefining the role of business in society, and a co-creator of the Environmental Profit & Loss framework. From 2020 to 2024, Jochen served as Chairman, President and CEO of Harley-Davidson, where he led a major strategic reset of the iconic brand while integrating sustainability, purpose and long-term value creation into its transformation agenda.

WHAT HE OFFERS YOU:

Zeitz's visionary thinking and commitment to responsible practices have inspired businesses worldwide to embrace a more holistic approach to their operations, considering the true costs and impacts on the environment.

HOW HE PRESENTS:

Fuelled by his quest for purpose and value, Jochen Zeitz is a captivating, dynamic, and influential speaker.