



Jochen Zeitz

Former Chairman & CEO at Puma

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

Jochen Zeitz is the President, CEO and Chairman of the Board of Harley Davidson, Inc., celebrated for his 18-year stewardship at PUMA, co-founding The B Team, and establishing the Zeitz Foundation, dedicated to sustainable solutions harmonising conservation, community, culture, and commerce (the 4Cs).

TOPICS:

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

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:

Zeitz is a firm believer in ushering in a new era of corporate responsibility encompassing social, environmental, and financial sustainability. During his tenure at PUMA, he spearheaded a revolutionary concept known as the Environmental Profit and Loss account (E P&L). This ground-breaking initiative assigned a monetary worth to environmental impacts throughout the entirety of a business's supply chain, paving the way for an internationally acknowledged business model that prioritises both environmental and social consciousness. By championing the E P&L and promoting sustainability, Zeitz has played a pivotal role in reshaping the corporate landscape, emphasising the importance of accountability and driving positive change on a global scale.

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.