



Jochen Zeitz

CEO of Harley Davidson Inc and Co- Founder of The B Team

"Jochen Zeitz became the youngest Chairman & CEO in German history to head a company listed on the German Stock Exchange"

Jochen Zeitz is the President and CEO of Harley-Davidson, Inc., and Chairman of the Harley-Davidson Board of Directors. He has served as board member since 2007 and established the company's Brand and Sustainability Committee.

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).

IN DETAIL:

In 1990 Jochen Zeitz joined PUMA, the sporting goods company serving as its Chairman and CEO from 1993 to 2011. Miraculously, he turned this ailing company into one of the three leading global sporting brands. After PUMA's acquisition by the luxury goods brand Kering in 2012 Jochen served as a director of Kering. Following his lifelong ambition to look for purpose and value and to catalyse business prioritising such as the wellbeing of people and the planet, Jochen Zeitz co-founded with Sir Richard Branson The B Team, a timely non-profit organisation to deal with leadership in crisis and more. Jochen also serves as a board member of the Cranemere Group and KWS. He is the co-founder of Zeitz MOCAA, founder of the Zeitz Foundation, Segera Conservancy & Retreat and The Long Run.

WHAT HE OFFERS YOU:

Jochen Zeitz believes that if each of us were to find new ways to translate our passions into meaningful connections and make a contribution, whether small or large, towards achieving not only personal but larger social and environmental goals, then the world can undoubtedly change for the better. He strives to help his audiences listen to the experiences of others, encourages communication and collaboration, participation and creative expression, and also to protect and preserve the integrity of the ecosystems in our world.

HOW HE PRESENTS:

Driven by his passion to find meaning and to create value, Jochen Zeitz is an engaging, energetic and powerful speaker.