



Peter Harf

Managing Partner & Chairman, JAB

Peter Harf is Managing Partner and Chairman of JAB Holding Company and has been on KDP's Board since the Company's creation in 2018.??

With a strong track record in building and marketing global brands, he has successfully reinvented key brands, led strategic business transformations and achieved robust and profitable growth. Peter serves as Chairman of the Board of Coty Inc., is on the Board of JDE Peet's N.V. and is the founder of Delete Blood Cancer DKMS.??Previously, he was CEO of Coty Inc., Deputy Chairman of Reckitt Benckiser and Chairman of the Board for Anheuser-Busch InBev SA/NV and Espresso House. He has also been on the Board of Panera Bread Company, Pret a Manger, Caribou Coffee Company, Einstein Noah Restaurant Group, Krispy Kreme, Bally and Compassion First.??

Peter earned an MBA from Harvard Business School and holds a Doctorate in Economics from the University of Cologne in Germany.?