



## Lubomira Rochet

### Partner, JAB

Lubomira Rochet is a Partner at JAB Holding Company and joined KDP's Board in 2021.

Over the course of her career, she has a strong track record of driving growth through digital leadership and consumer engagement and has extensive expertise in digital transformation, e-commerce and direct-to-consumer selling. Lubomira was previously the Chief Digital Officer and a member of the Executive Committee at L'Oréal, where she led the beauty giant's marketing and commercial pivot to a digital-first company. Before that, she served as Deputy CEO of Valtech. She has also held leadership positions at Microsoft, where she led Innovation and Start-ups in France, and at Sogeti, a branch of the Capgemini Group, where she was Vice President of Strategy and Development.

Lubomira is a director of Coty Inc., Societe Generale, Brandtech Group, Alan, and Gardyn.

She holds a degree from Ecole Normale Supérieure in Paris, Sciences Po Paris, and the College of Europe in Bruges (Belgium).