

KASPER RORSTED

Major Career Roles

CEO, Adidas AG
CEO and Chair, Henkel AG & KGaA
Board member, Siemens AG
Board member, A.P. Møller – Mærsk AS
Independent Non-Executive Director, Lenovo Group Ltd
Member , Adobe International Advisory Board

Other Career Highlights

Senior Vice President and General Manager, Hewlett Packard
Independent Director, Nestle SA
Independent Non-Executive Director, AB InBev SA
Senior Adviser, Kohlberg Kravis Roberts & Co LP

Kasper Rorsted currently serves as Board Member at Siemens AG (since February 2021), at A.P. Møller – Mærsk AS (since 2023), and at Adobe International Advisory Board. He is also an Independent Non-Executive Director at Lenovo Group Ltd (since 2023), and as Chair at Woom GmbH, the successful Austrian, private equity owned producer of child-friendly bikes (since 2023). He is also a member of the Advisory Board of the AI robotics start-up Circus Group (since 2025).

He is best known for his tenure as CEO of Adidas AG (2016-2022), during which he revitalised the brand, doubled North American sales, accelerated digital transformation, and positioned Adidas as a sustainability leader - earning recognition as one of the world's top-performing CEOs in 2019 - and before Adidas, as CEO of Henkel AG & KGaA (2008-2016), overseeing a fourfold increase in market capitalisation.

Earlier in his career, he held senior roles at Hewlett-Packard and Compaq across EMEA markets. Recently he also served as a Senior Adviser to Kohlberg Kravis Roberts & Co. LP and as Board Member at Nestlé S.A. (2018-2022) and Bertelsmann SE & Co. KGaA (2011-2019).

These roles reflect his deep expertise in high-tech, consumer goods, and industrial governance at the highest level.

He brings deep cross-sector expertise in:

• Consumer goods & brand turnaround – steering Adidas from plateau to growth through innovation, digital channels, and bold brand reinvention.
• Board governance & digital industrial strategy – serving on Siemens, Lenovo and A.P. Møller – Mærsk boards during pivotal periods of technology adoption and supply-chain evolution.
• Global operating leadership & change management – at Henkel and Adidas leading teams across Europe, Asia, and North America to embed culture shift and performance excellence.
• Sustainability & ESG Integration – embedding durable sustainability practices with measurable impact on product innovation and plastic reduction.

Educated at Copenhagen Business College (International Business, 1985) and with executive training at Harvard, Kasper is recognised for his analytical mindset, decisive action, and commitment to purpose-driven leadership. His mentoring is particularly impactful for executives managing legacy organisations through digital reinvention and board governance evolution.