

JEAN-FRANÇOIS VAN BOXMEER

Major Career Roles

Chair, Vodafone Group plc
Chair/CEO and Executive Board member, Heineken NV
Lead Independent Director, Mondelez International Inc.
Chair, European Round Table for Industry (ERT)

Jean François van Boxmeer's career is best known for his transformative 15-year tenure at Heineken International, where he served as CEO (2005-2020) after rising through senior regional and operational roles since joining in 1984. He spearheaded expansive market entry in Africa, Central & Eastern Europe, and Asia, oversaw the integration of Asia Pacific Breweries, and led bold acquisitions and operational repositioning – cementing Heineken's place as a global brewer. He now continues his association with the group as a Board member of Heineken Holding NV. Earlier in his career, he held key leadership roles across Africa, Europe, and Italy, gaining deep operational insight and cultural fluency.

Jean François van Boxmeer is currently Chair of Vodafone Group plc (since 2020), where he leads both the Nominations & Governance and ESG Committees, navigating the company through digital evolution and industry regulation. He is also the Division Chair Designate of Unilever plc and Chair Designate of Magnum Ice Cream Co NV.

A seasoned figure in European business, Jean-François chairs the European Round Table for Industry (ERT, since 2022) and sits on Henkel's Shareholders' Committee. He also holds non-executive directorships at Heineken Holding N.V. (since 2020) and previously served as Lead Independent Director at Mondelēz International (2010-2022).

He brings deep cross-sector expertise in:

• Telecom & digital platform governance – leading Vodafone through technological changes, sustainability oversight, and regulatory negotiation.

• Global consumer leadership – driving Heineken's brand expansion, distribution scale and market diversification across emerging economies.

• Board strategy & ESG governance – Steering governance frameworks, committee structures, and stakeholder alignment in telecommunications and FMCG.

• Cross-cultural expansion & M&A – orchestrating acquisitions, integration, and performance resilience in varied regulatory and growth environments.

Educated in Economics at the Facultés Universitaires Notre-Dame de la Paix in Namur, Belgium, he is multilingual and globally attuned. He is respected for his decisive yet consensus-driven leadership, his capacity to steer legacy brands into new markets, and his clarity on boards navigating digital, societal, and regulatory complexity.