



Major Career Roles

Chair, Supersapiens Inc

Non-Executive Director and

Board Member, SettleMint NV

CEO & Founder,

ABConvergence GmbH

Senior Executive (Regional

CEO across multiple European

and African markets, Group

Category Managing Director,

and Group CIO), Coca-Cola

HBC

Regional CEO, Adidas (South

Europe)

Vice-President Commercial

Operations, adidas (EMEA)

Senior Commercial &

Customer Development

Leader, Procter & Gamble

Other Career Highlights

Advisory Board Member, Blu

Vela SA

Advisory Board Member, Swiss

Ventures Group AG

Advisory Board Member,

Starmind Inc

Alain Brouhard is a globally experienced business leader, board director and former Fortune 500 C-suite executive with over 35 years of international leadership across consumer goods, retail and technology-enabled businesses. Now Founder & CEO of ABConvergence GmbH, he is recognised for inclusive leadership and for delivering sustainable growth, agile turnarounds, effective restructuring and purposeful transformation in complex, multi-country organisations.

Alain's executive career has spanned senior roles at some of the world's best-known brands. At Procter & Gamble he served as European Sales Director and Global Customer Team Leader, working with major international retailers and shaping commercial strategy across markets. He went on to become Commercial SVP and Regional CEO at adidas, and later Regional CEO, Category Managing Director and Group CIO at Coca-Cola HBC, with full people, operations and P&L responsibility for customers, countries and regions of up to 10,000 employees, more than US\$1.3bn in revenue and double-digit profit. Across these roles he built a track record of driving performance while reshaping organisations for long-term resilience.

Alain now holds a portfolio of board and advisory roles. He is an Advisory Board Member at The Swiss Ventures Group AG / Serpentine Ventures, and at Blu Vela SA. He was previously Chair at Supersapiens Inc and Non-Executive Director at SettleMint NV. He is the Founder & CEO of ABConvergence GmbH, a customer-centric business transformation consulting services' company, at the convergence of sustainable growth and exponential technology for humanity's prosperity.

In parallel, Alain is an investor, an executive mentor, a lecturer at Audencia Business School, a Gartner Research Board member for Directors and a volunteer with ActionAid.

He holds a Master "Grande École" in Management from Audencia Business School and Ohio State University.

Alain brings deep cross-sector expertise in:

- Global consumer goods, retail & brands – leading major P&Ls and commercial organisations at P&G, adidas and Coca-Cola HBC across multiple regions.
- Growth, turnaround & restructuring – delivering sustainable growth, agile turnarounds, effective restructuring and performance improvement in complex, multi-country businesses.
- Digital, data & technology-enabled transformation – integrating CIO and business leadership roles to drive technology, analytics and innovation in service of strategy and customers.
- Board leadership, scale-ups & venture ecosystems – serving as NED, chair and adviser to technology and growth businesses, and investing in entrepreneurial ventures.

Alain is known for combining clear strategic thinking with a strong focus on people and culture. His leadership has consistently centred on empowering teams, strengthening customer orientation and using data and technology to improve agility and execution.