



Jochen Zeitz is the President, CEO and Chairman of the Board of Harley Davidson, Inc., celebrated for his 18-year stewardship at PUMA, co-founding The B Team, and establishing the Zeitz Foundation, dedicated to sustainable solutions harmonising conservation, community, culture, and commerce (the 4Cs).

TOPICS:

- Global Strategy and Managing Change
- Creativity and Innovation
- Sustainability, Ethics and Values
- Corporate Social Responsibility
- Leadership in Crisis

LANGUAGES:

He presents in German and English (he speaks six foreign languages, including Swahili).

PUBLICATIONS:

2014

2013

The Manager and the Monk: A Discourse on Prayer, Profit, and Principles

IN DETAIL:

Zeitz is a firm believer in ushering in a new era of corporate responsibility encompassing social, environmental, and financial sustainability. During his tenure at PUMA, he spearheaded a revolutionary concept known as the Environmental Profit and Loss account (E P&L). This ground-breaking initiative assigned a monetary worth to environmental impacts throughout the entirety of a business's supply chain, paving the way for an internationally acknowledged business model that prioritises both environmental and social consciousness. By championing the E P&L and promoting sustainability, Zeitz has played a pivotal role in reshaping the corporate landscape, emphasising the importance of accountability and driving positive change on a global scale.

WHAT HE OFFERS YOU:

Zeitz's visionary thinking and commitment to responsible practices have inspired businesses worldwide to embrace a more holistic approach to their operations, considering the true costs and impacts on the environment.

HOW HE PRESENTS:

Fuelled by his quest for purpose and value, Jochen Zeitz is a captivating, dynamic, and influential speaker.