

Peter Cammaerts



Experience

AB InBev

15 years 10 months

Vice-President High End, BU East Asia (South Korea, Japan, New Zealand, Pacific Islands)

January 2023 - Present (4 months)

[Tokyo, Japan](#)

Developing the dream, strategy and execution to accelerate the growth for our Premium and SuperPremium portfolio of Beers, Non-Alcohol beers, and Beyond Beers. South Korea is one of AB InBev's Top 10 markets globally, with a big footprint in Core and Core+, while strongly developing the Premium business as well. To nurture and accelerate the premiumization trend, we will continue to deploy the strategy and investments for our High End business. In Japan, New Zealand and Pacific Islands, our portfolio is fully focused on Premium and SuperPremium, to drive our growth in these markets.

General Manager Japan, New Zealand and Pacific Islands

November 2020 - December 2022 (2 years 2 months)

[Tokyo, Japan](#)

Responsible for Japan, New Zealand and Pacific Islands, within Business Unit East Asia, in our Asian Pacific business. Focus on developing our Global Brands Corona, Budweiser and Stella Artois, as well as some other jewels like Hoegaarden in Japan and our Cider brand Scrumpy in New Zealand. Purpose to drive growth in a sustainable way, in order to keep increasing our market share, while translating the topline growth in bottom-line profit for the company.

BU President Europe North (France, Netherlands, Scandinavia)

January 2019 - October 2020 (1 year 10 months)

[Lille Area, France](#)

Responsible for the Northern part of Europe for AB InBev, full scope for France, Netherlands and Scandinavia, reporting into the Zone President of Europe. Managing a team of 450 people.

Sales Director Off-Trade France

April 2016 - January 2019 (2 years 10 months)

[Lille en omgeving, Frankrijk](#)

Group Account Manager Off-Trade

April 2014 - March 2016 (2 years)

[Leuven, Belgium](#)

Trade Marketing Manager Off-Trade Belgium

October 2012 - March 2014 (1 year 6 months)

[Leuven, Belgium](#)

Key Account Manager Carrefour & Mestdagh

June 2010 - October 2012 (2 years 5 months)

[Leuven, Belgium](#)

Category Manager

April 2008 - June 2010 (2 years 3 months)

[Leuven, Belgium](#)

Sales Promotor off-trade
July 2007 - March 2008 (9 months)
[Leuven, Belgium](#)

Education

KU Leuven
Master, Economics · (2001 - 2007)

KU Leuven
Master's degree, Commercial Engineer