

Patrick Rasquinet

Born 1967, in Brussels / Belgium, Bachelor in International Business Management, E.P.H.E.C., Brussels, Belgium

1991-1993	Sales and Marketing Manager – MATRO NV Cosmetic Division MATRO NV, Wilrijk, Belgium
1993-1994	Key Account Manager – Metro-Makro, Groupe Louis Delhaize, Colruyt Beiersdorf AG, Brussels, Belgium
1994-1996	Senior Brand Manager – Personal Care (NIVEA for Men, NIVEA Deo, NIVEA Baby) Beiersdorf AG, Brussels, Belgium
1996-1997	National Key Account Manager – Brazil Beiersdorf AG, São Paulo, Brazil
1998-2001	Sales Director (incl. Customer Service and Logistics) – Brazil Beiersdorf AG, São Paulo, Brazil
2001-2004	Managing Director – South Korea Beiersdorf AG, Seoul, South Korea
2005-2010	Managing Director – Russia/Ukraine/C.I.S. (12 countries) Beiersdorf AG, Moscow, Russian Federation
2013-2016	Senior Corporate Vice President – North America (U.S., Canada) Beiersdorf AG, Wilton, Connecticut, U.S.
Since 2010	CEO La Prairie Group Beiersdorf AG, Zurich, Switzerland
Since July 2021	Member of the Executive Board Beiersdorf AG, Hamburg, Germany