

## **Chris Ritchie**

Canadian, 1972

- Head Business Unit Consumer Goods

Chris Ritchie joined DKSH as Head Business Unit Consumer Goods and member of the Executive Committee in August 2023.

Chris has over 28 years of experience in the consumer goods industry. Prior to joining DKSH, he was Chief Global Business Officer of Sazerac, a leading privately held American spirit company, where he oversaw the Operating Units in Europe, India, and Asia Pacific for the last four years. From 2016 to 2019, he was General Manager at Reckitt Benckiser, responsible for the growth market Philippines. Prior to that, from 2007 to 2016, he held various General Manager and Director positions at SABMiller in Asia, Europe, and Americas, including Managing Director of SABMiller Vietnam. From 1995 to 2006, he held regional and global marketing roles at P&G.

Throughout his career, Chris has driven growth, route-to-market, and built strong teams, especially in developing markets.

Chris holds a Bachelor's degree in Economics from Queen's University in Kingston, Canada.