



PETER FELD

Peter Feld was born in 1965 in Gummersbach, NRW, Germany.

Since March 2017, he serves as Chief Executive Officer of GfK SE, a leading market research & data analytic company and Portfolio Company of KKR based in Nuremberg, Germany.

Prior to joining GfK, Peter Feld was CEO of the WMF Group, the leading premium cookware and professional automatic coffee machine maker, from mid-2013 until December 2016.

Peter draws on more than twenty years of experience in leading positions building brands in renowned global consumer goods companies: During his time at Beiersdorf from 2010 to 2013, he was Executive Board Member, responsible for Europe and North America. From 2004 to 2010, he worked in different management positions for Johnson & Johnson in Switzerland and Germany, including Managing Director Consumer Healthcare Central Europe (2007-2010), General Manager Consumer Healthcare Switzerland (2006-2007) as well as General Manager of Greiter AG (2004-2007).

Peter started his career at Procter and Gamble in 1992 where he held different international management positions until 2004. He holds a Master in Mechanical Engineering from RWTH Aachen.

Peter served as a Vice President to the German Brand Association from 2007-2017.