



Jochen Zeitz

CEO of Harley Davidson Inc and Co- Founder of The B Team



CSA CELEBRITY SPEAKERS

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).

"Recognised as one of the world's leaders in sustainable business, conservation and philanthropy"

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.

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).

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.

Publications

2014

2013

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

Credentials

2015

Ranked No.18 of "The World's Top 100 Compassionate Business Leaders" by Salt Magazine and awarded for his advocacy of Responsible Capitalism by FIRST Magazine

2006

"Trendsetter of the Year" and "Best of European Business Award"

2004

The Federal Cross of Merit of the Republic of Germany

2001

"Entrepreneur of the Year"

Three years in a row "Strategist of the Year" by the Financial Times