



# Wolfgang König

## Executive Vice President Henkel Consumer Brands

Born in Kassel/Germany on May 2, 1972

### Career

Since 01/2023	Executive Vice President Henkel Consumer Brands
10/2022 – 12/2022	Executive Vice President Laundry & Home Care and Beauty Care
06/2021 – 09/2022	Executive Vice President Beauty Care
<b>2012 – 04/2021</b>	<b>KELLOGG COMPANY</b>
2019 – 2021	Category President Kellogg North America / Corporate Officer, Battle Creek, USA
2017 – 2018	President Morning Foods US / Corporate Officer, Battle Creek, USA
2016 – 2017	General Manager / Category Vice President Cereal EMEA, Dublin, Ireland
2012 – 2016	General Manager Northern Europe Region, Hamburg, Germany
<b>2005 – 2012</b>	<b>COLGATE-PALMOLIVE</b>
2011 – 2012	General Manger Innovation & Consumer Marketing LATAM, Mexico City, Mexico
2009 – 2011	Global Marketing Director Personal Care, New York, USA
2005 – 2008	Marketing Director DACH, Hamburg, Germany
<b>1996 – 2005</b>	<b>BEIERSDORF</b>
2003 – 2005	Key Account Manager, Hamburg, Germany
2001 – 2003	Senior Brand Manager NIVEA for Men, Gammon, Labello, Hamburg, Germany
1999 – 2001	Brand Manager NIVEA for Men & Innovation, Wilton, Connecticut, USA
1997 – 1999	Junior Brand Manager Baby Care, Hamburg, Germany
1996 – 1997	Marketing and Sales Trainee, Hamburg, Germany

### Education

Executive Leadership Program with Harvard Business School, Boston, USA  
Business / Economics, University of Kassel, Germany, Diplom-Ökonom

### Memberships

Supervisory Board Mast-Jägermeister SE