

## **Meet the new HeDA Chairman of the Board**

### **Konstantinos Maggioros**

He joined FrieslandCampina in Greece in 1998 as Finance Director up until 2002. During the period of 2002-2007 he served as Marketing Director and was distinguished for his management and leadership for the successful entrance of the NOYNOY brand portfolio in the dairy segments of yogurt and cheese, that eventually led the company to obtain the number 1 position in the Greek dairy market. In 2007 he undertook the responsibility to organize the Regional Office of FrieslandCampina in Kuala Lumpur in Malaysia, having the overall management of strategy, innovation and business development for the markets of Asia, Africa and Middle East. From 2009-2012 he assumed the general management of Central Europe, with headquarters in Budapest.

Konstantinos Maggioros returned to FrieslandCampina Hellas as Managing Director in January 2013, after 7 years in international assignments within the group.

He is a graduate of the Athens University of Economics and Business and holds a Master's degree in Business Administration from the Ohio State University, USA.

He was born in Athens in 1962 and is married with 2 children.