

JOCHEN ZEITZ

Co-Founder and Co-Chair, Zeitz MOCAA

Jochen Zeitz is recognised as one of the world's leaders in sustainable business practices, conservation and philanthropy. After becoming the youngest CEO in German history to head a public company at the age of 30, Zeitz served 18 years as Chairman and CEO of PUMA. Zeitz turned PUMA from near-bankruptcy into one of the top 3 sporting goods brands in the world, growing sales to \$4 billion and share price by 4000%. While at PUMA, Zeitz conceived and pioneered the ground-breaking Environmental Profit and Loss account (E P & L) that puts a monetary value on environmental impacts across a business' supply chain, inspiring a new internationally-recognised environmentally and socially conscious business model. Zeitz retired from PUMA in 2010 to focus on his environmental, sustainability and philanthropic projects.

In 2013 Zeitz co-founded The B Team with Sir Richard Branson, an initiative comprising of some of the world's top business leaders, including Mohammed Yunus, Mo Ibrahim, Paul Polman and Arianna Huffington, promoting socially and environmentally conscious business practices across the globe. Zeitz is a Board Member of Harley Davidson, Cranemere sustainable investment company, Wilderness Safari, and also served as Board Member and Chair of Sustainability Committees for Kering, the international luxury goods company.

Following his life-long passion for Africa and its wildlife, Zeitz opened Segera Conservancy, a 50,000 acre nature retreat in Kenya, and launched Segera Retreat in 2012, a completely sustainable, luxury eco-safari retreat, now considered one of the best safari resorts in the world. As Founder of the Zeitz Foundation, which supports the 4C's - sustainable solutions that balance conservation, community, culture and commerce - Zeitz has supported the building of 6 eco-sustainable schools (including the winner of LEED's 2015 "Greenest School in the World" award), a soccer academy, an initiative for inter-tribal understanding and female empowerment, and provided hundreds of educational bursaries for Kenyan children.

Zeitz is also Founder of 'The Long Run' initiative, a not-for-profit conservation alliance preserving 12 million acres of wilderness, and touching the lives of 520,000 people, across Africa and the rest of the globe.

In 2013, Zeitz, along with his partners at the V&A Waterfront, started construction of the Zeitz Museum of Contemporary Art Africa (Zeitz MOCAA) in Cape Town, South Africa. Zeitz



MOCAA will house The Zeitz Collection, Zeitz's world-renowned personal collection of cutting edge contemporary art from Africa and its diaspora.

As a published author, Zeitz co-wrote "The Manager and The Monk" with Anselm Grün, which has been translated into 15 languages, and "The Breakthrough Challenge" with John Elkington. Zeitz has received numerous awards during his professional career, including "Entrepreneur of the Year", 3-times "Strategist of the Year" by the Financial Times, "Trendsetter of the Year" and winner of the "Best of European Business Award". He was also awarded the Federal Cross of Merit of the Republic of Germany, and was appointed "Honorary Warden of Kenya" by the Kenya Wildlife Service. In 2015, Zeitz was ranked #18 of "The World's Top 100 Compassionate Business Leaders" by Salt Magazine, awarded for his advocacy of Responsible Capitalism by FIRST Magazine, and in 2016 Zeitz was also included in OOM's "The World's 100 Most Inspiring People" list.

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