



Peter Corijn

CEO
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Peter is an experienced, global senior executive. He is founder of VUCASTAR Consulting <https://www.vucastar.com>.

Prior to this he was CEO of Van de Velde, a listed company active in premium lingerie and swimwear. Until mid 2017, he was in the C-Suite of Imperial Brands (“IBG” - a FTSE top 100 Company) as Chairman of the Operating Committee, Global CMO and President of several Divisions.

In 2017/18, he was Senior Advisor at McKinsey.

He was also Vice President at P&G. His last assignment was as Vice President Shave Care (Gillette) for the CEEMEA region.

Peter has worked around the world and has lived in Brussels, London, Bristol, Geneva, Casablanca, Jeddah and Warsaw.

He is a popular keynote speaker and has done seminars and consulting work for a.o. BBDO, Saatchi, BNPParibas, Boots, Hersheys, P&G, Ageas, Signify, IMD, INSEAD, Boots, KraftHeinz, and lectures in the executive programs of Solvay Business School.

- Peter is expert in Leadership, Change Management (including digital transformation), VUCA and Brand Management. He has extensive experience in Emerging Markets and has honed his skills with intense trainings a.o. at TLDG West Point, with General McChrystal’s “CrossLead”.

Peter holds 2 Master Degrees in Law, has done executive training with Harvard/Monitor, is certified by INSEAD in the International Directors Program and has done the Digital

Excellence cycle at IMD.