

## Access to Experts



**Howard Behar**  
Former President  
Starbucks International and Starbucks North America

Mr. Behar is the former president of Starbucks North America and Starbucks International. He joined Starbucks in 1989 as vice president of sales and operations, and grew the retail business from 28 stores to more than 400, by the time he was named president of Starbucks Coffee International in 1995. Under Mr. Behar's leadership, Starbucks opened its first location in Tokyo in 1996, then introduced the Starbucks brand across the Middle East, Asia and the United Kingdom. He retired as president of Starbucks North America in January 2003 and continues to serve in an advisory capacity and to coach leaders at all levels. He is a retired member of the Board of Directors serving from 1996 to 2008. Since his retirement he has written a book "It's Not About the Coffee" that describe his leadership principles. Mr. Behar serves on several boards, including Anna's Linens, Washington State Budget and Policy Center, University of Washington Foundation and Greenleaf Center for Servant Leadership.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, [courter@conferenceboard.org](mailto:courter@conferenceboard.org)

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