

New WFA president appointed

BRUSSELS: Chris Burggraeve, chief marketing officer, A-B InBev, has been appointed president of the World Federation of Advertisers. He succeeds Bernhard Glock, former VP, global head of media, Procter & Gamble and current president and CEO, Media Leadership Company.



Chris Burggraeve

Burggraeve was unanimously voted in by WFA members during the WFA Annual General Meeting in Istanbul on 1 April 2010. The WFA Annual General Meeting is the last in a series of events which make up the Global Advertiser Week, the show-piece event of which is the Global Advertiser Conference.

Over 21 years of experience

Burggraeve has been CMO of A-B InBev since November 2007. He has over 21 years of experience working with brands worldwide. He joined InBev after a 12 year international career with the Coca-Cola Company, where he was group marketing director for the biggest Operating Group (European Union). Previously he worked for Procter & Gamble Benelux in brand management and innovation, having started career in consulting and technology start-up companies.

A Belgian citizen, Burggraeve holds a degree in Applied Economics (International Business) from the Catholic University of Leuven, a Masters in European Economics from the Centre Européen Universitaire in Nancy, France, and a TRIUM Global MBA (offered jointly by London School of Economics, NYU Stern and HEC Paris).

Said Burggraeve; “It is a great honour to be heading up this unique organisation at such an exciting time. New technologies are revolutionising the way consumers and marketers interact. WFA will be at the forefront of helping marketers to be more effective and efficient, while ensuring they maintain their social license to operate from society at large.”

Stephen Kehoe, VP public and government affairs, PepsiCo., was voted WFA deputy president for the same tenure.