



Curriculum vitae

Christian-André Weinberger

Christian-André Weinberger is the Corporate Senior Vice President and Global Chief Marketing Officer Laundry & Home Care at Henkel in Düsseldorf. The 42-year-old is therefore responsible for the global strategy of the Laundry & Home Care business sector which makes up some 32 per cent of Henkel's sales.

Weinberger is the official representative of the Laundry & Home Care business sector on Henkel's Sustainability Council, which is the global decision-making body with responsibility for the company's sustainability activities.

Born in Austria, Weinberger started his international career in 1990 in the US in the financial services industry before moving to the American consumer goods manufacturer Procter & Gamble in 1992. There he held a variety of international marketing posts in the South American and European headquarters in Caracas/Venezuela and Geneva/Switzerland and also in Vienna/Austria. Weinberger laid the foundation for his consciously global focus right back during his first degree at the University of Economics and Business Administration in Vienna by opting for a number of foreign placements. The economics graduate was rewarded for his proven expertise with, for example, an MBA scholarship to Curtin University of Technology in Perth, Australia and a further MBA scholarship to the University of Illinois, USA.