



Biography



Alejandro Schoenhoff **President of Henkel Indonesia**

Mr. Alejandro Schoenhoff is the Head of Packaging for Asia-Pacific and oversees our adhesive and coating businesses for Flexible Packaging, Paper Solutions, Tapes & Labels. Also, effective from April 2020, he was appointed President of Henkel Indonesia. In this role, Alejandro legally represents the company and is the spokesperson for Henkel's operations in the country. Alejandro is based in Jakarta, Indonesia.

Prior to that, Alejandro was Vice President of Flexible Packaging Adhesives for North America and Latin America North. Having started his career at Henkel more than 10 years ago, Alejandro has been instrumental in developing and growing the company's packaging adhesive businesses in Europe, North America, Latin America and Asia.

Alejandro holds a Master-degree in Business Administration from the University of Mannheim and a PhD in Marketing from the Free University of Berlin.