



# Wolfgang König

Executive Vice President Laundry & Home Care and Beauty Care

Born in Kassel/Germany on May 2, 1972

Wolfgang König is married with three children

## Career

Since 10/2022 Executive Vice President Laundry & Home Care and Beauty Care

06/2021 – Executive Vice President Beauty Care  
09/2022

### **2012 – 04/2021 KELLOGG COMPANY**

2019 – 2021 Category President Kellogg North America / Corporate Officer, Battle Creek, USA  
2017 – 2018 President Morning Foods US / Corporate Officer, Battle Creek, USA  
2016 – 2017 General Manager / Category Vice President Cereal EMEA, Dublin, Ireland  
2012 – 2016 General Manager Northern Europe Region, Hamburg, Germany

### **2005 – 2012 COLGATE-PALMOLIVE**

2011 – 2012 General Manger Innovation & Consumer Marketing LATAM, Mexico City, Mexico  
2009 – 2011 Global Marketing Director Personal Care, New York, USA  
2005 – 2008 Marketing Director DACH, Hamburg, Germany

### **1996 – 2005 BEIERSDORF**

2003 – 2005 Key Account Manager, Hamburg, Germany  
2001 – 2003 Senior Brand Manager NIVEA for Men, Gammon, Labello, Hamburg, Germany  
1999 – 2001 Brand Manager NIVEA for Men & Innovation, Wilton, Connecticut, USA  
1997 – 1999 Junior Brand Manager Baby Care, Hamburg, Germany  
1996 – 1997 Marketing and Sales Trainee, Hamburg, Germany

## Education

Executive Leadership Program with Harvard Business School, Boston, USA

Business / Economics, University of Kassel, Germany, Diplom-Ökonom