



# Dr. Hasso Kaempfe

Dr. Hasso Kaempfe was Chairman of the Board of Directors of Hero AG, Lenzburg, Switzerland, until April 2019 and accompanies his successor for a further year as a member of the Board. Among other mandates, he is Deputy Chairman of the Supervisory Board of FALKE KGaA and Pieroth Wein AG. Since 2007 Dr. Kaempfe has been chairman and member of various supervisory and advisory boards of medium-sized family businesses. Dr. Kaempfe, who has a PhD in law (studies and doctorate in Marburg, second state examination in law in Hamburg), is also Senior Advisor for various consulting and private equity companies and Vice President of the Markenverband in Berlin. He advises family entrepreneurs, especially in strategic brand management and, as a start-up investor, supports young entrepreneurs on their way into the branded goods industry.

From 1998 to 2007, he was chairman of the board of Mast-Jägermeister AG in Wolfenbüttel and was responsible for marketing, PR, production, human resources, and legal affairs. Before joining Jägermeister, from 1982 he was initially in-house counsel and later chief legal advisor of today's maxinvest ag (formerly Tchibo Holding AG) and at the same time a lawyer at the Hamburg courts and from 1989 a member of the Management Board of Tchibo GmbH in Hamburg.

There he was head of the central Management Board departments of Marketing/International Sales (especially for the development of Central and Eastern European markets), Human Resources, Legal, Public Relations, Production, Research and Development. During this time, he represented the national and international interests of the German coffee industry as President of the German Coffee Association.