



# Jochen Zeitz

CEO of Harley Davidson Inc and Co- Founder of The B Team



## CSA CELEBRITY SPEAKERS

Jochen Zeitz is the President, CEO and Chairman of the Board of Harley Davidson, Inc., celebrated for his 18-year stewardship at PUMA, co-founding The B Team, and establishing the Zeitz Foundation, dedicated to sustainable solutions harmonising conservation, community, culture, and commerce (the 4Cs).

**"Recognised as one of the world's leaders in sustainable business, conservation and philanthropy"**

### In detail

Zeitz is a firm believer in ushering in a new era of corporate responsibility encompassing social, environmental, and financial sustainability. During his tenure at PUMA, he spearheaded a revolutionary concept known as the Environmental Profit and Loss account (E P&L). This ground-breaking initiative assigned a monetary worth to environmental impacts throughout the entirety of a business's supply chain, paving the way for an internationally acknowledged business model that prioritises both environmental and social consciousness. By championing the E P&L and promoting sustainability, Zeitz has played a pivotal role in reshaping the corporate landscape, emphasising the importance of accountability and driving positive change on a global scale.

### What he offers you

Zeitz's visionary thinking and commitment to responsible practices have inspired businesses worldwide to embrace a more holistic approach to their operations, considering the true costs and impacts on the environment.

### How he presents

Fuelled by his quest for purpose and value, Jochen Zeitz is a captivating, dynamic, and influential speaker.

### Topics

Global Strategy and Managing Change  
Creativity and Innovation  
Sustainability, Ethics and Values  
Corporate Social Responsibility  
Leadership in Crisis

### Languages

He presents in German and English (he speaks six foreign languages, including Swahili).

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

2014

**2013**

The Manager and the Monk: A Discourse on Prayer, Profit, and Principles

### Credentials

**2015**

Ranked No.18 of "The World's Top 100 Compassionate Business Leaders" by Salt Magazine and awarded for his advocacy of Responsible Capitalism by FIRST Magazine

**2006**

"Trendsetter of the Year" and "Best of European Business Award"

**2004**

The Federal Cross of Merit of the Republic of Germany

**2001**

"Entrepreneur of the Year"

Three years in a row "Strategist of the Year" by the Financial Times