

FOR IMMEDIATE RELEASE

LEAD Network welcomes Tanya Kopps as Chair of the Board of Directors and Stéphane Grenier as Vice Chair Annelie Verstraaten steps down as Chair of the Executive Committee and becomes Past Chair Veronika Pountcheva steps down as Chair of the Advisory Board and becomes Past Chair

Effective March 1, 2023 Tanya Kopps starts as Chair and Stéphane Grenier as Vice Chair at the LEAD Network Board of Directors

Amsterdam, 6 March 2023. Since 2020 the LEAD Network's leadership team initiated the process of reviewing the governance structure to ascertain that the organization meets best practices in non-profit governance. The new Board of Directors' goal is to create a governance structure and process responsive to LEAD Network's members and partner companies' wants and needs in our movement toward gender equality and set the course of our organization's future.

Tanya brings a broad experience in business transformation and financial management across nine European countries. Prior to her current role as Chief Human Resources Officer Europe & Indonesia at Ahold Delhaize, Tanya was CEO and Board Member of METRO Italy. She held several positions at the METRO group in general management and finance. In 2021, Forbes Italia recognized Tanya as one of the top ten business people in Food, and she was also named, by Actualidad Económica and KPMG, as one of the top 100 Finance Directors in Spain two successive years.

Allyson Zimmermann, CEO of LEAD Network, says, "Tanya brings incredible experience to LEAD as the new Chair of the Board of Directors. She has a rich history at LEAD Network since she joined in 2015, when she took on the role of Chair of the Membership Committee, which helped build a strong foundation for membership growth. Tanya was also the first Steering Committee Chair at the helm of our volunteer community and even stepped up to become Chair of the Leadership Team. We are beyond grateful for her leadership over the years and commitment to the mission and look forward to the next years ahead. On behalf of all of our members, we warmly welcome Tanya at the helm of LEAD Network."



Tanya Kopps

"Tanya is a role model executive who has invested her leadership, passion, and skills in growing LEAD Network. I have known Tanya since the early years of LEAD Network, and she has demonstrated results in every volunteer key position" – says **Helayne Angelus**, Co-Founder and Past Chair Advisory Board of LEAD Network. "We are delighted that Tanya will chair the LEAD Network Board of Directors and are confident that she will continue to steer LEAD Network towards our mission and goals for the future."



Stéphane Grenier starts as Vice Chair at the LEAD Network Board of Directors, effective March 1, 2023.

Stéphane Grenier has been Managing Director of Amazon Advertising France since 2018. As such, he supports advertisers and their agencies with his team on the development of their brands and the digital transformation of their organizations. Stéphane spent 16 years with the L'Oréal Group in various Marketing and General Management positions in France, the Philippines, South Africa, and Italy. He was then CEO of Miller Harris and Murdock London in England before joining the Amazon France teams in 2016 as Category Director. His vast experience is undoubtedly an excellent asset to our organization.



Stéphane Grenier

While welcoming Stéphane to his new role, **Veronika Pountcheva**, past Chair of the Advisory Board, says: "With his energy, rich experience, and commitment to the LEAD Network mission, Stéphane will add a whole new dimension to the LEAD Network Board of Directors. His presence lightens the room; he has the unique talent to approach the DEI agenda with the preciseness of a tech guy and the empathy of a great leader."

And **Tanya Kopps**, appointed Chair of the Board of Directors, adds, "I am excited that Stéphane is joining the LEAD Network Board of Directors after his experience in the Advisory Board. He brings strong digital experience, great energy, and a new perspective that will help us further the LEAD Network mission."

Annelie Verstraaten steps down as Chair of the Executive Committee and becomes Past Chair

Mick Broekhof, Co-founder of LEAD Network, tells a bit of history in thanking Annelie Verstraaten as she steps down as Chair of the Executive Committee and becomes Past Chair, effective March 1, 2023. "I remember well when and how Annelie Verstraaten joined LEAD Network, now eleven years ago. Unilever hosted our first strategy meeting at Weena in Rotterdam. We were a small group of 20, nineteen women and me. There was a clear need for someone to moderate the strategy discussion, and it was clear that Annelie had the gravitas, executive presence, and experience to do so. I approached her, tapped her shoulder, and asked, "Would you be willing to lead this group?" To my delight, Annelie said yes. She soon became Chair of the Executive Committee and held that role for ten years. Ten years of growth, ten years of 'Doing Not Trying,' and ten years to see our membership grow from 20 then to 18,000 now. More importantly, during those ten years, we also saw the needle move towards 50/50."



Annelie Verstraaten

Mick Broekhof describes Annelie as that rare breed that builds where nothing was before. She helped build a house we now call LEAD Network. Thanks to the blueprint developed in those early years, that house continues to expand. On a personal note, says Mick, "Annelie, we owe you a great debt of gratitude. Like other members of the Executive Committee, you are a volunteer, in your case a Super Volunteer, a role model for all volunteers that are the "secret sauce" that makes LEAD Network unique. You have shaped the LEAD Network culture into what it is now. You leave a great legacy for all of us. Also, a word of thanks to Roger, Annelie's husband, who has been our designer from the beginning. The LEAD Network logo is the brainchild of Roger's creativity."



"Annelie has been with us since the beginning of LEAD Network and we are eternally grateful for her never-ending support. When we were just starting out, she rolled up her sleeves and did everything from building our website at her kitchen table to creating our first newsletter. As the Chair of the Executive Committee, she's steered us through the highs and lows, and thanks to her drive, brought us to where we are today. A heartfelt thanks goes out to Annelie."- adds **Sharon Jeske**, Executive Director, LEAD Network

Please join us in thanking Annelie for her decade of dedication to our mission and wishing her much success in the next phase of her life!

Veronika Pountcheva steps down as Chair of the Advisory Board and becomes Past Chair

Effective March 1, 2023, Veronika Pountcheva steps down as Chair of The Advisory Board and becomes Past Chair and passes the baton to Tanya Kopps, appointed Chair of the new Board of Directors.

Helayne Angelus, Co-Founder and Past Chair Advisory Board of LEAD Network, says: "Thank you Veronika for your collaboration, wisdom, and strategic vision of the LEAD Advisory Board. I so value your friendship and partnership. Under your direction we doubled LEAD partners to 60, increased our membership threefold to 18,000, and expanded our chapters to 15. We are forever grateful for your many contributions, you leave a great legacy".

Veronika first joined LEAD Network in 2014 as our keynote speaker at our conference in Amsterdam and has been with us ever since. A visionary, she saw where to take our organization to make the greatest impact to drive change. Veronika is someone who never gives up. She is relentless in her efforts to turn, reach and advance women, and bring male allies along. Veronika lives up to our motto of "Doing Not Trying"- says **Sharon Jeske**, Executive Director, LEAD Network.



Veronika Pountcheva

A heartfelt thanks goes out to Veronika from all of us at LEAD Network

About LEAD Network

LEAD Network is a non-profit and volunteer-led organisation whose mission is to attract, retain, and advance women in the consumer products and retail sector in Europe through education, leadership, and business development. LEAD Network accounts for 18,000+ members – both women and men – from 81 countries.

The LEAD Network is run by and for its members, women and men, and we value every individual for their unique perspective. With a primary focus on promoting gender equality the organization strives for the advancement of women of every race, ethnicity, gender identity or expression, sexual orientation, age, educational background, national origin, religion, physical ability and lifestyle.

Its vision is of a fair, diverse and vibrant industry where everyone can thrive. A diverse workforce where both men and women are enabled to contribute their full potential and lead their organisations to the next level of value creation.

For more information, please visit <https://www.lead-eu.net/>

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