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HEINEKEN appoints Guillaume Duverdier Regional President Africa and Middle East

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Heineken N.V. (HEINEKEN) announces that it has appointed Guillaume Duverdier as Regional President for Africa Middle East (AME) and member of the HEINEKEN Executive Team, as of 1 July 2025. Guillaume, currently Managing Director of HEINEKEN MÃ©xico, will succeed Roland Pirmez, who will be retiring after a successful career of 29 years within the company. Guillaume joined HEINEKEN in 2000 and has built an impressive 25-year career as a commercial leader and Managing Director across the business. He has operated in a wide range of markets differing in market archetype, size, and complexity and across multiple continents. He has been the Managing Director in Tunisia, Egypt, Poland, Spain, and our largest operation globally, Mexico. His track record of delivering strong business results across these varied markets is a testament to his expertise, adaptability and business acumen.

Most recently, Guillaume has served as Managing Director of HEINEKEN MÃ©xico since January 2022, where he significantly accelerated financial results and drove impactful strategic initiatives. Under his leadership, HEINEKEN MÃ©xico achieved outstanding business performance, with notable expansion of Sixâ??HEINEKEN MÃ©xicoâ??s retail chain of 17,000 storesâ??which is a foundation of the companyâ??s market strategy. While accelerating digital transformation in sales, he also oversaw the commissioning of the Meoqui Can Factoryâ??the first of its kind in the HEINEKEN worldâ??supporting

HEINEKENâ??s vertical integration strategy and operational excellence. In terms of sustainability, HEINEKEN MÃ©xico became the companyâ??s top performer in efficient water use, setting a benchmark across the global network.