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NestlÃ© appoints Alfonso Gonzalez Loeschen as CEO of Nespresso

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NestlÃ©â??s Board of Directors has appointed Alfonso Gonzalez Loeschen, currently the CEO of Nespresso North America, as Chief Executive Officer of Nespresso and member of the Group Executive Board, effective 1 November 2025.

Since January 2020, Alfonso has served as CEO of Nespresso's North American business, covering the U.S., Canada and Mexico, where he successfully led the expansion of the Nespresso Vertuo system to grow at a double-digit rate and gain market share. He began his career at NestlÃ© in Mexico as an assistant marketing manager in 1992. With a career spanning more than 30 years with NestlÃ©, he has held various leadership positions across geographies and business operations, including Mexico, Puerto Rico and the U.S. Alfonso was previously Vice-President of Marketing for the Beverage Division of NestlÃ© USA, General Manager for NestlÃ© in Puerto Rico, and Nespresso's Chief Marketing Officer.

Philipp Navratil, CEO of NestlÃ©, commented, "We are happy to announce that Alfonso will become the new CEO of Nespresso and a member of the Group Executive Board. We look forward to working with him to advance our growth strategy for Nespresso. His extensive expertise and deep understanding of the portioned coffee category, along with Alfonso's results-focused approach and talent to inspire teams, will enable him to drive performance and execution".

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