

Guylian names Leen Baeten as new CEO



Leen Baeten takes on the CEO role at Guylian from August 1

Belgian chocolate specialist Guylian has appointed Leen Baeten as its new CEO, succeeding Tom Snick, who took the helm in 2021, from August 1.

With more than 15 years of experience in the chocolate and confectionery industry, Baeten brings a wealth of knowledge and expertise to Guylian, the popular brand known for its iconic Seashells.

“I am thrilled to join Guylian and lead us into a new exciting chapter,” Baeten said. “Together we will build on our brand’s rich Belgian heritage and drive innovation to deliver exceptional chocolate experiences to our customers. I strongly believe that marketing will be the driving force in creating value for all stakeholders: employees, consumers and business partners, society and the planet. This requires insights and a long-term perspective on the brand’s positive impact, enhancing brand equity and futureproofing the company.”

Baeten underlined Guylian’s achievements in travel retail. “The excellent work the team has done so far is commendable, and global travel retail is a business very close to my heart. I am committed to leveraging my own experience and expertise in the channel to support our team and our customers, driving our growth to new heights. The brand has many opportunities to explore, and GTR will certainly be a strategic channel in our growth trajectory.”



Guylian is known worldwide for its iconic Seashells

Baeten is determined to continue Guylian's leading sustainability policy. Guylian is Belgium's largest Fairtrade A-brand of chocolate and produces exclusively with Fairtrade-certified cocoa. The brand uses only ingredients of natural origin, packaging that is 100% recyclable and the production site in Sint-Niklaas is completely climate neutral. "We very deliberately chose that pioneering role in 2022 and will continue to make these sustainable choices," Beaten added.

"With a focused vision and dedicated team, we will be set for sustainable growth and continued success in the years to come."

Baeten has vast experience in strategy, business development, operational management, in international and local retail, marketing and innovation. According to Guylian, her proven rapid development in an international context and strong business acumen makes her the ideal CEO to take the brand to new heights. Baeten is also known as a passionate people leader.

Prior to her new role at Guylian, Baeten's career included 14 years at Godiva Chocolatier, where she held various marketing and leadership positions. For her last four years with the brand, she held the position of Head of Business, Europe and Marketing Director EMEA. She played a crucial role in growing the brand in boutiques, travel retail, wholesale, and online channels.

Before that, she worked for five years as a consultant for prominent companies in Food (both B2B and B2C) and FMCG, such as Gillette, P&G, Chiquita, Puratos, FrieslandCampina, Panasonic and Godiva.