

Henkell Freixenet forms five-member Executive Committee



Henkell Freixenet Executive Committee: Damian Clarke, Martina Obregón, Dr. Andreas Brokemper, Eberhard Benz and Enore Ceola. Photo: Miquel Monfort

Following the merger of the Henkell & Co. Group and Grupo Freixenet to form [Henkell Freixenet](#), the organization has created a plan to "internationalize" its management team.

"Due to the significantly increased internationality with companies in 33 countries, the market leader for sparkling wine will establish an internationally constituted Executive Committee," explains a press release.

Dr. Andreas Brokemper will lead the company as Chief Executive Officer and Chairman of the Executive Committee. He will also represent Henkell Freixenet on the management board of Geschwister Oetker Beteiligungen KG and will remain Chairman of the Advisory Board of the Group companies.

Eberhard Benz will be Vice Chairman of the Executive Committee and Chief Technical Officer (CTO). Eberhard Benz will be responsible for the Group's supply chain, quality management, sustainability and wineries.

Martina Obregón takes on the role of Chief Marketing Officer (CMO) in the Executive Committee and will remain a member of the Board Freixenet Spain. With Freixenet, she leads the most important brand of the group.

Martina Obregón has more than 30 years of marketing experience inside and outside the beverage industry. For the past 19 years, she has led Freixenet's strategic development and global portfolio expansion.

Enore Ceola will now also be Executive Vice President North America in addition to his role as CEO of Freixenet Mionetto USA. Enore, who was born in the heart of the Prosecco region, moved to the U.S. in 1997, where he established Prosecco as a product category with the Mionetto brand. Later, he also merged the Mionetto USA and Freixenet USA organizations.

Damian Clarke takes on the position of Chief Sales Officer on the Executive Committee alongside his role as Co-CEO of Freixenet Copestick UK, which he holds jointly with Robin Copestick. Since 2009, he has been responsible for the Freixenet Group in the UK, where he became market leader for Freixenet in 2011. In 2017, he introduced Freixenet Prosecco before joining forces with Robin Copestick to merge the two Henkell and Freixenet sales organizations in 2019.

Henkell Freixenet is also strengthening its management in Germany: In addition to Dr. Nikolaus Hagenberg (Controlling & Finance) and Marcel Szopa (Production & Logistics), Maren Lahm and Philipp Gattermayer will join the management team in Germany in the Marketing and Sales divisions.

Maren Lahm will become Chief Marketing Officer Henkell Freixenet Germany. Lahm joins Henkell Freixenet from Henkel Düsseldorf, where, after holding various marketing and sales positions, she was most recently responsible for Henkel's entire marketing activities in Germany and Switzerland as Head of Marketing.

Philipp Gattermayer is taking on the role of Chief Sales Officer in Germany. Gattermayer has made a significant contribution to the success of Henkell Freixenet in Austria over the past eight years. He will now contribute his sales expertise to both the German and Austrian markets.

Jan-Hendrik Boerse will leave Henkell Freixenet at the end of April 2023. He started in the group's international controlling department in 2007 and progressed through Head of Business Development to Senior Vice President Henkell & Co. Global, before taking over as Managing Director of Marketing & Sales in Germany.

"With the new international management team we follow the business dynamics of the last years. We are convinced that the new management structure will sustainably strengthen the growth of our group with its strong team and strong brands," says Dr. Alfred Oetker, Chairman of the Advisory Board Henkell Freixenet.