

# DICK BOER



Dick Boer has almost 40 years of business leadership experience that extends across retailing, customer service, and more recently into the realms of e-commerce and digital strategies. His deep understanding of brands and consumers is backed by extensive retail knowledge of both the US and European markets, acquired during his tenure at Ahold, and further streamlined during his time as CEO.

Dick spearheaded Ahold's evolution into an Omnichannel retail company and oversaw the successful acquisition of Delhaize in 2016, catapulting the company to global prominence as one of the largest food retailers. His tenure as CEO of Ahold Delhaize (2011-2018) was marked by a commitment to sustainability and purpose-driven leadership, exemplified by his co-chairmanship of The Consumer Goods Forum, a global association for retailers and CPG companies.

Currently, Dick is Deputy Chair and Senior Independent Non-Executive Director at Shell; Deputy Chair and Non-Executive Director of SHV Holdings; a Non-Executive Director of Nestlé; Chair of the Supervisory Board of Just Eat Takeaway; and Chair of the Advisory Board of the employer's confederation VNO/NCW. He also serves as Chair of the Royal Concert Hall in Amsterdam and the Rijksmuseum Fund.

Dick joined Ahold in 1998 as CEO of Ahold Czech Republic and was appointed President and CEO of Albert Heijn in 2000, subsequently overseeing Ahold's Dutch businesses from 2003 onwards. Dick served on the Executive Board of Ahold from 2006 to 2011 and held the position of Chief Operating Officer of Ahold Europe. Before joining Ahold, Dick spent over 17 years in various retail and B2B roles for SHV Holdings N.V. in the Netherlands and abroad, and for Unigro N.V, accruing valuable B2B experience through his handling of European markets.



## Major Career Roles

President/CEO, Ahold Delhaize  
President/CEO, Royal Ahold  
President/CEO, Albert Heijn BV  
Deputy Chair and Non-Executive Director, SHV Holdings NV

## Other Career Highlights

Deputy Chair/Senior Independent Non-Executive, Shell  
Supervisory Board Chair, Just Eat Takeaway  
Non-Executive Director, Nestlé  
Chair, Royal Concert Hall, Amsterdam  
Chair, Rijksmuseum Fund, Amsterdam  
Senior Adviser, McKinsey  
Board member, SHV Holdings NV