



Wai Ling “Winnie” LIU

Member of the Board*
Barry Callebaut AG

With more than 20 years of experience in sales, the food industry and the Chinese retail sector, Wai Ling “Winnie” LIU has a profound understanding of the consumer goods industry in the world’s most populous country, China, as well as a number of other countries across South East Asia.

Ms LIU is currently the CEO of ENZO Jewelry. ENZO, founded in Hong Kong, is a jewelry retail brand under the Lorenzo Group, operating as a jewelry national retail chain with over 230 shops across 60 cities in Greater China.

From 2008 to 2013, Ms LIU worked with the Chinese subsidiary of the third largest global retailer, Tesco China, which operates over 130 hypermarkets and 14 express shops and employs more than 25,000 staff: First starting as Chief Marketing Officer, then appointed President for a Region, and last serving as Chief Operating Officer of Tesco China. From 2005 to 2007, Ms LIU worked with Adidas as Regional Managing Director – South East Asia (Singapore, Malaysia, Thailand, Philippines, and Indonesia) where she was responsible for Retail, Wholesale, Production and Supply Chain. Prior to this, Ms LIU held several positions in Sales, Marketing and Key Accounts Management with Mars (Effem Foods) China. From 1992 to 1999, Ms LIU was with Nestlé in Hong Kong, lastly as National Sales Head. She started her career as Executive Trainee with the Swire Group, a UK Conglomerate in Hong Kong.

Wai Ling “Winnie” LIU graduated with a Bachelor’s degree in Social Sciences, a Major’s degree in Management Studies and a Minor in Economics & Psychology from the University of Hong Kong in 1990.

Winnie LIU (born 1968) is a Hong Kong Chinese national.

* proposed for election to the Board to the Annual General Meeting of Shareholders of December 10, 2014

November 2014