

News Release

Amr Arafa appointed Chief Digital Officer of Barry Callebaut

November 14, 2023, Zurich, Switzerland - Amr Arafa (45) has been appointed Chief Digital Officer of the Barry Callebaut Group, effective January 15, 2024. He will be responsible for driving the company's commitment to creating an agile, tech-enabled organization supporting Barry Callebaut's growth strategy going forward. In this newly created position, he reports directly to CEO Peter Feld and joins the Extended Leadership Team of Barry Callebaut.







Amr Arafa has acquired profound expertise in digital transformation in his previous positions. He joins Barry Callebaut from IKEA, where he served as Chief Data Officer for over four years. Throughout his career, he has led various, large strategic digital transformation programs, including at Mondelēz International. He holds a Bachelor of Engineering in Electronics from the Arab Academy for Science, Technology & Maritime Transport (AASTMT), Egypt, and a Master of Science in e-Business Management from the University of Warwick, UK.

CEO Peter Feld commented on Amr Arafa's appointment: "We are very pleased that Amr joins Barry Callebaut. As part of our BC Next Level program, we have committed to developing an agile, tech-enabled organization. This will not only benefit us internally at Barry Callebaut, but also will enable a seamless integration across our entire value chain - from our customers all the way to the cocoa farmers. With Amr, we have the right person on board to help us advance this digital transformation."

About Barry Callebaut Group (www.barry-callebaut.com):

With annual sales of about CHF 8.5 billion in fiscal year 2022/23, the Zurich-based Barry Callebaut Group is the world's leading manufacturer of high-quality chocolate and cocoa products – from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The Group runs 66 production facilities worldwide and employs a diverse and dedicated global workforce of more than 13,000 people. The Barry Callebaut Group serves the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. The global brands catering to the specific needs of these Gourmet customers are **Callebaut®** and **Cacao Barry®**, **Carma®** and the decorations specialist **Mona Lisa®**. The Barry Callebaut Group is committed to make sustainable chocolate the norm to help ensure future supplies of cocoa and improve farmer livelihoods. It supports the [Cocoa Horizons Foundation](#) in its goal to shape a sustainable cocoa and chocolate future.

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