

Guillaume Duverdier



Guillaume Duverdier was appointed Regional President Africa Middle East (AME), and member of the HEINEKEN Executive Team per 1 July 2025

Guillaume joined HEINEKEN in 2000 following a career at Procter & Gamble (France), where he held various roles in sales and marketing. He began his HEINEKEN journey as Sales Development Director (Off-Trade) in France before taking on senior general management and commercial positions in Amsterdam, the Bahamas, Tunisia, Egypt, and Poland. In 2019, he was appointed President & CEO of HEINEKEN Spain. He later assumed the role of Managing Director of HEINEKEN México in January 2022, before his appointment as Regional President for Africa, Middle East (AME) in July 2025.

Guillaume, a French citizen born in 1971, holds a Master of Management from ESSCA, received in 1993.

Guillaume is married and has three daughters.