



Peter F. Smit
Senior Vice President
The Hershey Company

Raised as a boy in Indonesia Peter moved back to his native the Netherlands in 1958 where he completed his MBA studies in 1977. He joined the Procter & Gamble Company (P&G) in the Marketing function. P&G is one of the largest Fast Moving Consumer Goods Companies in the world (currently \$85 Billion). He was appointed General Manager in 1993 (responsible for Russia) and Vice President in 1996 (responsible for Egypt) and thereafter to assignments of increasing responsibility. He retired after 26 years of service.

After spending a 2 year interim period at the United Nations to "give back" to the (developing) world, Peter decided to return to the exciting world of multinational companies and joined Chiquita Brand International Inc (2005) but after a short while took advantage of the opportunity to join the Hershey Company (2007) to help build their international business. The Hershey Company is one of the leading companies in the world in chocolate and other confectionary products. Peter is one of 8 members of the Global Leadership Team at the Hershey Company and responsible for Asia, Europe, Middle East & Africa, the fastest growing region within the Company. Over the past 35 years Peter lived in 9 countries, travelled extensively around the world, and he speaks 4 languages.