



Frederic Landtmeters **President, Molson Coors Canada**

Frederic has an international career in the consumer-packaged goods spanning over 25 years and is known as a seasoned business leader with a passion for building great beverage brands.

“He arrived in Canada in 2016 to serve as president of Molson Coors in Canada — the home of Molson — which Frederic proudly refers to as North America’s oldest brewery.”

Prior to that, he held various marketing and sales positions at Procter & Gamble, Cadbury Schweppes and AB InBev before he was appointed chief commercial officer at Molson Coors Europe (based in Prague, Czech Republic) and managing director at Molson Coors UK & Ireland.

Frederic holds a master’s degree in Applied Economics and Engineering from the University of Antwerp, Belgium. He sits on the boards of several organizations, including the Belgium-Canada Chamber of Commerce and is the chairman of the board of Beer Canada, the national association representing the interests of Canadian brewers.