

## Frederic Landtmeters

### **PRESIDENT OF MOLSON COORS CANADA**

#### **Business Experience:**

Mr. Landtmeters became president of Molson Coors in Canada in 2016. Prior to his current role, he served as chief commercial officer at Molson Coors Europe, based in the Czech Republic, and as managing director at Molson Coors U.K. & Ireland.

Before joining the company, he held various marketing and sales positions at Procter & Gamble, Cadbury Schweppes and AB InBev.



#### **Education:**

Mr. Landtmeters 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 serves as chairman of the board of Beer Canada, the national association representing the interests of Canadian brewers.