



**Hans Eben**  
**President Westfalia Fruit South America**



Commercial Engineer at Business School of Universidad Adolfo Ibáñez in Chile, and advanced studies in General Management Programme at Harvard Business School and Finance at Northwestern University - Kellogg School of Management, he had an outstanding career at Unilever where he was Vice President of Global Marketing Academy, Director of Marketing in Latin America and Country Manager in Peru and Chile.

In September 2020 he joined Westfalia Fruit, as President of South America (Chile, Colombia, and Peru), where he has driven the region as a global supplier of fresh fruit, especially avocado.

With a strong focus on sustainability, innovation and gender, he has participated in various initiatives as President of United Nations Global Compact in Chile, consultant to the Ministry of Women on issues of gender violence, consultant to Ministry of Science for technology-based companies, and President of Innovation Committee of ICARE, which has allowed him to make a difference in the market, and lead internally and externally various initiatives aligned with the vision of Westfalia Fruit.