

Peter Bossaert is the Executive Chairman of International Food Services (IFS) and an independent board member at Lotus Bakeries. He has a broad background in business, media, and strategic management.

He began his career in 1989 at Unilever, working in marketing and sales.

After a period at FrieslandCampina, he joined Medialaan (now DPG Media) in 1997, where he launched the company's radio division in 2001 and was appointed CEO of the group in 2012.

In 2018, he took on a new challenge as CEO of the Royal Belgian Football Association (RBFA), a role he held for five years.

In 2023, he became a shareholder of IFS and was appointed Executive Chairman, focusing on the company's strategic development.

Additionally, he has been an independent board member at Lotus Bakeries since 2017.

#### Career Overview

- Education: Business Engineer, University of Antwerp
- 1989 – 1995: Unilever
- 1995 – 1997: FrieslandCampina
- 1997 – 2018: Medialaan (now DPG Media) – CEO (2012 – 2018)
- 2018 – 2023: Royal Belgian Football Association (RBFA) – CEO
- Since 2023: International Food Services (IFS) – Executive Chairman
- Since 2017: Independent Board Member, Lotus Bakeries