

Eric Lauterbach, President

Eric is president of Peet's Coffee.

He was appointed to the role in 2022, with responsibility for all business, domestic, global and subsidiaries. Eric joined Peet's in 2010 as head of the Consumer Division. Under his leadership, the CPG, eCommerce, Food Service and Office Coffee business units grew 10X. He was named COO in 2020 with responsibility for all consumer businesses and marketing.

Eric began his career over 25 years ago at Procter & Gamble, where he progressed through various sales and marketing roles before moving to a handful of early-stage eCommerce startups as the head of Marketing and Business Development.

After a 5-year return to consumer goods with Clorox, serving as Director of Sales for the flagship Bleach business unit, Eric joined an innovative natural food startup, Attune Foods, in 2007 as VP of Sales and Business Development. Attune Foods, a Nestlé and Unilever-backed company, has since been acquired by Post Cereal.

Eric holds a BA from UC Santa Barbara and an MBA from Pepperdine University. He and his wife Martina live in San Francisco with their three children, and he is on the Board of Directors for Sterne School.

Fun Fact: Eric ran with the bulls in Pamplona in 2012 and lived to tell the tale.

Favorite Peet's Drink: A cup of Guatemala San Sebastián.