



Dr. Sven Massen, PhD

Director of Group Strategy

Sven Massen is Director of Group Strategy, Thai Union Group, effective August 17, 2015.

Massen leads corporate strategic and business planning efforts and is broadening the Group's competitive positioning. His focus is on reviewing strategic priorities, leading the strategic planning process, monitoring the plan's execution, supporting functional strategic initiatives, and acting as a resource across the Group's organization to increase broad cohesion for strategic plans.

Identification and strategic evaluation of acquisition opportunities is also part of Massen's scope, along with the Group's business integration and operating model development. For capability development, he focusses on synergy projects and improvement programs around Operations, covering the entire supply chain.

As a member of the Global Leadership Team (GLT) and the Group's Risk Management, Massen is in charge of coordinating and managing the executive agenda of the GLT.

Massen spent 18 years as a strategic consultant with A.T Kearney and PwC Strategy& (formerly Booz & Company). Prior to joining Thai Union, he was a Partner at PwC Strategy&.

Massen has an MBA from the University of Passau in Germany and a PhD from the University of Duisburg-Essen, also in Germany.