

— **CEO**  
Metal Packaging Europe



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Metal Packaging Europe gives Europe's rigid metal packaging industry a unified voice, by bringing together manufacturers, suppliers, and national associations. We proactively position and support the positive attributes and image of metal packaging through joint marketing, environmental and technical initiatives. We represent the industry's views and voice opinions so that stakeholders understand how metal packaging contributes to the Circular Economy.

The consumer rigid metal packaging industry in Europe covers more than 760 companies, employing over 177,000 people. 90% of member companies are small and medium-sized enterprises. Together, they produce some 98bn units every year for the beverage, food, health & beauty, household, and industrial markets.

Metal packaging, made from aluminium or steel, is used throughout the retail, wholesale, commercial and industrial sectors. It comes in many shapes and sizes and can package virtually any product. On average, every EU citizen consumes 3 units weekly.

Metal packaging is the smart solution for fillers and brand owners. With a proven safety and sustainability record, cans offer a multitude of design options and an unrivalled performance through the supply chain. Metal packaging provides smart packaging that attract consumers and give brands a competitive edge.

Responsible resource management has always been key to the success of the sector. Made from permanent materials, metal packaging is the perfect example of a circular economy at work. Metals are natural elements that maintain their physical properties forever. Once metal enters the material-to-material loop, in which it is recycled again and again, it will always be available for future generations. This means metal is a permanent material. Today, 85.5% of steel packaging and 76% of aluminium beverage cans are recycled in Europe, making metal packaging the most recycled packaging.



**Role Title:**  
CEO

**Reports to:**  
Metal Packaging Europe  
Board of Directors  
and Chairman

**Location:**  
Brussels, Belgium

**Website address**  
metalpackagingeurope.org

The CEO is responsible for operation of the association's secretariat, and for the management of the association in accordance with the general guidelines given by the Chairman. The CEO operates under the supervision of the Board of Directors.

The new CEO should have the personality, intelligence, and drive to further Metal Packaging Europe's mission to position the positive attributes and image of metal packaging through joint marketing, environmental and technical initiatives. Ultimately the CEO and the association should further its members' business goals and support sales growth, with a positive headwind against the use of plastics and with societal expectations to increase recycling.

Metal Packaging Europe gives Europe's rigid metal packaging industry a unified voice, by bringing together manufacturers, suppliers, and national associations. The new CEO will need to articulate a common vision that will bring companies and key stakeholders together around common positions and actions.

The CEO must drive Metal Packaging Europe's mission and represent the industry's views and voice opinions so that stakeholders understand how metal packaging contributes to the Circular Economy. More specifically Metal Packaging Europe's CEO should:

- Articulate and promote a clear European vision for Metal Packaging Europe and the sector.
- Be a leader, rather than a manager.
- Campaign for and champion metal packaging.
- Develop a strategic view on Metal Packaging Europe's priorities.
- Stimulate, guide and advise the Board as appropriate.
- Act as a trusted partner, internally and externally.
- Inspire confidence among Metal Packaging Europe's members and stakeholders.
- Help to set Metal Packaging Europe's agenda on EU policy-making.
- Be informed of key EU policies early so that the membership can act and react appropriately.
- Activate and mobilise Metal Packaging Europe's networks in Brussels and the Member States.
- Find EU and European opportunities to benefit the national members.
- Be proactive not reactive.
- Listen to, and meet members' needs.

The new CEO will enjoy a challenging and exciting role, defined by three key dynamics:

### **I. Growth.**

Europe is the second leading market of metal packaging after the USA and is anticipated to grow strongly in the coming years. Factors such as rising consumer's preference for metal packaged products and growing metal recycling are driving growth.

### **II. Sustainability.**

Metal packaging is the perfect example of a circular economy at work, as it can be recycled over and over again without loss of its properties.

### **III. Opportunity.**

Plastics and other materials are under pressure from regulators, NGOS and consumers. The EU plans to make all plastic packaging across Europe recyclable or reusable by 2030.

The successful candidate will possess personality traits, knowledge and skills associated with great association leaders, including the following:

#### **Desirable Personality Traits**

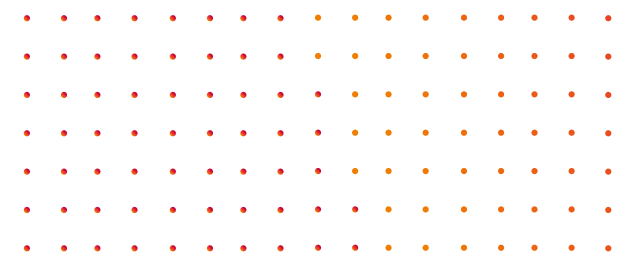
- Visionary.
- Motivational and inspirational.
- Communicator.
- Campaigner.
- Consensus-builder.
- Trustworthy with integrity.
- Intelligent.
- Resilient.
- Empathetic.

#### **Required Knowledge for the successful candidate**

- EU expert and great lobbyist.
- Knowledge of sustainability and recycling issues.
- Fluent English, with other major European languages ideally.
- University educated.
- Minimum of 10 years relevant (and ideally multidisciplinary) work experience.
- Experience of managing people and commercial acumen.

#### **Required CEO Skills**

- Skilled professional who can reinforce the professionalism of Metal Packaging Europe's secretariat.
- Good public speaker, able to engage and influence an audience.
- Competent manager who can lead the secretariat and manage the association on a sound business footing.
- Ability to distil and communicate complex thoughts, in a clear manner.



# Recruitment Process



Metal Packaging Europe is looking for a new full-time energetic Chief Executive Officer who can enthuse industry leaders, members and the board, and take on the significant challenges and opportunities facing the sector.

Dober Partners has been retained to draw up a shortlist of prospective candidates against the criteria set out in this document, using their discretion and expertise to complete the selection together with the Selection Committee of Metal Packaging Europe. The process will be open to all qualified candidates.

**If you wish to apply for this exciting position, please contact the Executive Search team at Dober Partners (contacts below), as soon as possible to qualify for interviews starting in June 2023.**

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