

Geert joined Veeva Systems in June 2021 and is currently the Head of Strategy for the Food & Beverage industry.

After receiving his Ph.D. in Applied Physics from Delft University of Technology, he joined Unilever R&D in 1998.

Geert has spent most of his R&D career working for Unilever's Spreads Division, developing expertise in oils & fats as well as product & processing technologies. He published his work in peer-reviewed publications and holds several patents.

Geert has led several regional and global product innovation projects, and worked 3.5 yrs in South Africa, leading the Spreads R&D group for Africa & Asia.

In 2015, whilst relocating to the United States, Geert joined Unilever's global Quality group, initially responsible for Spreads & Dressings categories. From 2017, Geert became responsible for various Quality systems, including supplier and manufacturing systems, and led Unilever's global digital Quality transformation project, introducing Veeva QualityOne.

He has 23+ years of experience in Foods, R&D, innovation, Food Safety & Quality and Quality systems.