

SSP appoints Alice Theunissen as Managing Director for The Netherlands



Alice Theunissen, Managing Director for The Netherlands, SSP

[SSP](#) has appointed Alice Theunissen as the Managing Director for The Netherlands. Theunissen joins SSP from La Place Restaurants, where she served as Managing Director for more than two years. She has extensive experience across the F&B and hospitality sector, including leadership roles working at brands including Starbucks and New York Pizza.

In her role as Managing Director, Theunissen will report to Rolf Geling, Chief Financial Officer SSP UK, Ireland & The Netherlands.

“We’re delighted that Alice is joining SSP. Her extensive experience across own-brand and franchise businesses makes her the ideal candidate to drive further growth for SSP in The Netherlands. We have an ambitious roadmap for the country and I’ve every confidence that Alice will make SSP’s outlets the best part of the journey for our customers,” said Kari Daniels, CEO SSP UK, Ireland & The Netherlands on Theunissen’s appointment.

“I’m thrilled to be joining SSP at a time of growth for the business. I’m looking forward to working with the local team and wider global leadership to build on the solid foundations of SSP in The Netherlands and ensure we are the leading food travel company in the country,” Theunissen said.