

Foodcase International announces executive leadership transition



(Left to Right) Geert Doek, incoming CEO; Wilbert de Louw, outgoing CEO; and Iris Anna Groeneweg, CCO, Foodcase International

[Foodcase International](#) has announced a strategic leadership transition as Wilbert de Louw, Founder and Chief Executive Officer, will step down from his role effective August 31. After 14 years of leadership, de Louw decided to relocate to Asia to embark on a new chapter in both his personal and professional life. He will continue to support Foodcase International in his role as a shareholder and advisory to the board, the August 14 press release said.

Since founding Foodcase International in January 2011, de Louw has overseen the company's growth into a leading innovator in the airline catering and ambient food solutions industry. His vision and entrepreneurial leadership have laid a solid foundation for continued expansion.

The Board of Directors has also announced the following leadership appointments, effective September 1.

Geert Doek, currently Chief Operating Officer, will assume the role of Chief Executive Officer (CEO). In the last few years, Doek has played a key role in the company's development and brings a deep understanding of its operations, strategy and culture.

Iris Anna Groeneweg, currently serving in a senior commercial leadership capacity, will be promoted to Chief Commercial Officer (CCO). In this role, she will take full responsibility for all commercial activities, driving client relationships, business development and market expansion.

"Both Geert and Iris have demonstrated outstanding leadership and a deep commitment to our mission," said Cerinthe Noorlander, Director of Finance and HR. "Their appointment ensures a

seamless transition and a strong foundation for the future.”

“It has been an incredible privilege to lead Foodcase and build this company with such a passionate and talented team,” said de Louw. “I am confident that with Geert and Iris stepping into their new roles, the company is well positioned for its next phase of growth. This transition marks an exciting new era for Foodcase International. What began in 2011 as an entrepreneurial venture has grown into a respected and innovative player in the international airline catering and food solutions industry. This would not have been possible without the support, trust and collaboration of many stakeholders and long term dedicated suppliers and great customers, for which I am truly grateful.”

“I am proud to step into the role of CEO and to continue the journey that Wilbert began,” said Doek. “Foodcase is a remarkable and rapidly growing company, and I am truly thrilled to lead it into its next chapter; one where growth and innovative solutions for our global customers take center stage. Wilbert has built an extraordinary business, elevating it to a trusted and established name in the industry. Having already overseen a large part of the commercial and operational process as COO, it is a privilege to now take the lead and guide Foodcase toward new horizons. I am both excited and grateful to join forces with Iris in steering the company’s continued success. And one thing is certain... the thrust lever is forward and the skies ahead are full of opportunity!”

“I am honoured to take on the role of CCO at such a pivotal time for Foodcase,” said Groeneweg. “We have an exceptional team, strong partnerships, and a clear vision for the future. I look forward to building on our success by deepening relationships with our clients, expanding into new markets, and continuing to deliver innovative solutions that set us apart in the industry.”