



Huub van Doorne
CEO of Lucas Bols Company



Huub van Doorne (1958) is a Dutch national who obtained a Masters degree in Business Economics from the Erasmus University in Rotterdam. Huub started his career as a marketer and brand builder with Procter & Gamble. In 1989, he joined the Rémy Cointreau Group, where he held several positions before becoming the Executive Board Director of Rémy Cointreau and Director of Rémy Amerique in 2000, with responsibility for global marketing, sales and distribution.

Under his management, an innovative rejuvenation strategy for The Lucas Bols Company was introduced and in 2006 a management buyout took place as a result of which The Lucas Bols Company became independent and returned to Amsterdam.

Until November 2023, Huub was vice-chairman of Spirits NL, the Dutch spirits industry organisation. Huub holds Board positions within the Lucas Bols joint ventures: he is chairman of the Supervisory Board of Maxxium Nederland and chairman of the Supervisory Board of Maxxium BeLux. Furthermore, Huub is member of the Supervisory Board of Het Aambeeld N.V. and is the current CEO of The Lucas Bols Company.