

# Martijn Kinnegim.

## Chief Digital Officer.



“ Technology will be a catalyst in co-creating a brighter future for our consumers worldwide. ”

Martijn Kinnegim spearheads technological innovation to enhance operational efficiencies at Opella, joining the team in January 2024. A firm advocate of a digital-first culture, he believes it is key to unlocking growth opportunity and fostering connection with Opella’s consumers.

With more than 20 years of experience, Martijn’s career has spanned consulting to audit to FMCG. In his previous role as Chief Digital & Transformation Officer at Lipton Teas and Infusions, he played a pivotal role during the company's carve-out from Unilever, developing a robust digital ecosystem to support the newly independent entity.

Martijn holds a Bachelor’s degree in Business Informatics from Hogeschool van Utrecht and a Postgraduate Certified Financial Manager from the University of Amsterdam. He also earned an Executive Master’s in IT Auditing from Erasmus University Rotterdam and has completed multiple INSEAD programs, including the prestigious International Directors Program.

A true optimist, Martijn champions a “glass half full” mentality. His career has reinforced his belief that with a strong team and a determined mindset, no challenge is insurmountable.

# Opella.