



Carmen Schmidt appointed to the Executive Board of Mast-Jägermeister SE

The Supervisory Board of Mast-Jägermeister SE has appointed Carmen Schmidt to the Executive Board of the spirits producer, effective May 1, 2026. The 43-year-old succeeds Christopher Ratsch, who left the family-owned company last year.

Carmen Schmidt brings extensive expertise in Finance & Accounting and Business Leadership. Since 2007, she has held various operational and strategic leadership roles at the American consumer goods company Procter & Gamble. Most recently, she served as Chief Financial Officer (CFO) of P&G Personal Health Care Europe.

On the Executive Board of Mast-Jägermeister SE - which includes CEO Michael Volke and Berndt Kodden, in addition to Carmen Schmidt - she will assume responsibility for the Finance, Production, and Administration divisions. These areas encompass global responsibility for Finance, Controlling, Supply Chain Management & Procurement, Legal & Compliance, and Business Technology.

"We are delighted to welcome Carmen Schmidt, a highly experienced, internationally accomplished top manager from the consumer goods industry to Mast-Jägermeister SE," says Florian Rehm, Chairman of the Supervisory Board and majority shareholder. "Together with her colleagues on the Executive Board and our employees, she will continue to sharpen the consumer focus of our strong and iconic brands Jägermeister, Teremana and Gin Sul, and further advance our ambitious global growth strategies."



PRESS RELEASE

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About Jägermeister

Today's famous premium herbal liqueur was launched 90 years ago by Curt Mast. The recipe of 56 herbs, blossoms and roots has remained unchanged to this day. Traditionally, Jägermeister is produced exclusively in the small town of Wolfenbüttel in northern Germany. Bottling takes place at plants in Wolfenbüttel-Linden and Kamenz in Saxony. From here, the herbal liqueur in the distinctive bottle is exported to more than 150 countries worldwide. The family-owned company employs around 1,000 people worldwide.

Since 2020, the brand portfolio now also includes Teremana, the tequila brand founded by Hollywood actor and entrepreneur Dwayne Johnson, and GIN SUL, which is produced in Hamburg-Altona.