



DAVID ANCKAERT

CHIEF OF PRODUCT STRATEGY & PLANNING



David Anckaert is Chief of Product Strategy & Planning at Goodyear, where he leads a global team in defining the company's product strategy, portfolio and lifecycle planning. Appointed to the role in February 2025, Anckaert plays a pivotal role in aligning product innovation with market needs, using data-driven insights to guide strategic decisions and deliver differentiated, industry-leading solutions to customers and consumers worldwide.

Since joining Goodyear in 2000, Anckaert has established diverse leadership experience across research and development, sales and marketing. In 2018, he was named vice president, Commercial Europe followed by his appointment as vice president, Consumer Replacement Europe. Most recently, he led the consumer business across Europe, Middle East and Africa (EMEA).

Based in Luxembourg, Anckaert plays a key role in advancing the country's innovation ecosystem as a keystone member of Luxinnovation's "Start-Up to Scale-Up" team, established under the mandate of the Ministry of the Economy.

Anckaert holds a master's degree in electrical and mechanical engineering from the Universite Libre De Bruxelles (ULB) in Brussels, and a business administration degree from the Solvay Business School. Fluent in four languages, he brings a global perspective and deep industry expertise to his leadership.