



JAN-PIET VAN KESTEREN

MANAGING DIRECTOR, EMEA, AND CHIEF SALES
OFFICER, EMEA CONSUMER



Jan-Piet van Kesteren is Managing Director, EMEA, and Chief Sales Officer, EMEA Consumer for The Goodyear Tire & Rubber Company.

Van Kesteren joined Goodyear in September 2025 and leads Goodyear's Consumer business across the Europe, Middle East & Africa (EMEA) region, with a focus on driving sales execution, delivering profitable growth and advancing the company's global strategy and objectives. As Managing Director, EMEA, he also oversees key aspects of regional governance, ensuring strategic and operational alignment across the EMEA geography.

Van Kesteren has more than two decades of international commercial leadership across the industrial and fast-moving consumer goods (FMCG) sectors. Prior to joining Goodyear, he served as Managing Director, Europe, Middle East & Africa at AkzoNobel, where he was also a member of the Executive Committee. Earlier in his career, he spent more than 14 years at Unilever in a variety of leadership roles across EMEA.

Jan-Piet van Kesteren holds a Master of Science degree in Economics from Erasmus University in Rotterdam, the Netherlands.