

Curriculum Vitae Lorenz Wyss

Lorenz Wyss (born 19.04.1959 in Arlesheim in the canton of Basel-Landschaft) began his professional career with an apprenticeship as a type A butcher at the Jenzer butcher's shop in Arlesheim, where he was later promoted to department manager. Four years later, he moved abroad, where he worked as a chef in the USA, before returning to Switzerland in 1982 as assistant operations manager and later as head of operations/sales/HR and deputy managing director at Gehrig AG (Balsthal). From there he moved to the Coop Group Cooperative (Basel) in 1995 as Market Group Manager Meat/Traiteur/Frozen Products, where he was appointed Member of the Management Board and Head of Procurement Fresh Products in 1998. Just four years later, he was promoted to Head of Procurement/Disposition Food before taking over overall responsibility for the Category Management Fresh Products/Gastronomy in 2008. From 2011 until the end of May 2024, he was CEO of Bell Food Group AG (Basel), one of the leading meat and convenience company in Europe and market leader in Switzerland.

In May 2024, Lorenz Wyss founded his company connected2food GmbH and has been the owner and managing director ever since. He also holds various mandates on boards of directors and foundations.

Lorenz Wyss is a butcher, businessman, qualified food technician and holds an MBA in General Management. In 2016, he was named "Best Chef in Switzerland" in the large company category by the Handelszeitung newspaper. Lorenz Wyss lives in the canton of Basel-Stadt. In his free time, he plays tennis and golf, goes skiing and motorcycling, barbecues 200 days a year and is interested in history.

Baden, in October 2024