

## PRESS RELEASE

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## **William Yates Becomes Senior Vice President Commercial at SEB Professional Beverage**

The new role combines global sales responsibility with market service

**SEB Professional Beverage has appointed William Yates as Senior Vice President Commercial. Effective September 2026, he assumes global responsibility for the direct and indirect business, bringing the sales and market service organizations closer together.**

"As a global leader, we shape the future of beverage solutions through strong partnerships and a deep understanding of our customers' needs," says Martin Zouhar, Executive Vice President SEB Professional Beverage. "With sales and service under one leadership structure, we can deliver faster responses and clearer accountability in every market, making us even easier to do business with. We are delighted to welcome William Yates to the team. His appointment further strengthens our commitment to creating greater value for our customers and supporting their success around the world."

### **Meeting Today's Customer Expectations**

Today, operators expect more from a supplier than a single machine. They evaluate partners based on the entire customer experience, from equipment availability and performance to responsive local service and support. In his new role, William Yates will lead both the commercial and market service functions across the brands WMF, Schaerer, Curtis, La San Marco and Zummo, ensuring customers benefit from a more consistent, seamless and responsive experience wherever they operate.

### **A career built in international markets**

William Yates has spent more than a decade with Groupe SEB, most recently serving as VP South East Asia and VP Marketing Asia Pacific, based in Hong Kong. Prior to this, he held a number of leadership positions in the Group's UK and Ireland business, including Managing Director, Commercial Director and Sales Director. Earlier roles at Mondelēz International, Kraft Foods and Cadbury further strengthened his track record of delivering profitable growth and increasing market share in mature markets.

"What we promise our customers must be reflected in what we deliver at their sites," says William Yates. "Having our commercial and service teams working to a common plan is what makes that possible. I look forward to spending time in our markets and hearing directly from customers about what they value today and what they expect from us in the future."

### **Image request**

Images for Download you can find here:

<https://aboutwmf.com/en/download/william-yates-becomes-senior-vice-president-commercial-at-seb-professional-beverage/>

Of course, you can also find the data in our media portal <https://press-n-relations.amid-pr.com> (search term: "SEB-VP-Commercial").

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**About SEB Professional**

As part of Groupe SEB, SEB Professional is a global leader in beverage solutions, shaping the future of the industry through world-class partnerships. From coffee to fresh juice, our portfolio of brands (WMF, Schaerer, Curtis, La San Marco and Zummo) sets the standard for quality, performance, and sustainability. Since our inception, our mission has been to leverage the experience of consumers and professionals with cutting-edge technologies that make every cup and drink memorable.

**About Groupe SEB**

World reference in small domestic equipment and professional equipment, Groupe SEB operates with a unique portfolio of 45 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling an average of 350 million products per year, it deploys a long-term strategy focused on innovation, international development, competitiveness, and client service. Present in over 150 countries, Groupe SEB generated more than €8 billion sales in 2025 and has more than 30,000 employees worldwide.