Givaudan
Human by nature

Felix Mayr-Harting

President Fragrance & Beauty



Joined in 1992
Born in 1969
UK national
Appointed in January 2027

Felix Mayr-Harting began his career in the fragrance industry in 1992 as a marketing trainee at Quest International. He held varied roles of increasing responsibility in sales and marketing based in the USA, UK and France. On the acquisition of Quest International by Givaudan in 2007, he was appointed as Head of Consumer Products for North America and oversaw the integration in that region.

In 2008, he was appointed Global Head of Fine Fragrance leading the commercial and creative teams and expanding the global business with clients around the world. During this period, he made significant investments in Givaudan's global Fine Fragrance organisation, strengthening its capabilities, talent base, and presence across key markets building the foundation to become the world's leader in Fine Fragrances. He held this role until 2021.

Subsequently, he became Global Head of Consumer Products and has held this position until now. During this time, Givaudan has reinforced its leading position in the industry with strong growth across all categories, regions, and client groups.

With more than 34 years of experience in the fragrance industry, Felix has held leadership positions of increasing responsibility across sales, marketing and business management. Throughout his career, he has consistently driven growth and value creation by combining deep consumer understanding with a strong customer focus across diverse markets and customer segments worldwide. He is also recognised for building high-performing teams and fostering a culture of creativity, innovation, and collaboration.

Felix will be appointed President Fragrance & Beauty and a member of the Executive Committee as of 1 January 2027.

Felix holds a degree in Classics from Oxford University. He is married and has two children.