



Howard Behar
Retired President of North America and Founding President of Starbucks International
Starbucks Coffee

Howard Behar's career in business spans more than 50 years, all in consumer-oriented businesses covering several industries.

Behar retired from Starbucks Coffee after 21 years, where he led both the domestic business as president of North America, and was the founding president of Starbucks International. During his tenure, he participated in the growth of the company from 28 stores to more than 15,000 stores spanning five continents. He served on the Starbucks board of directors for 12 years.

Behar now serves on several boards, including iD Tech, Education Elements and the advisory boards of Anthos Capital and Roadtrip Nation. His non-profit commitments are to the University of Washington Foundation, UW Business School mentoring program and as a trustee for The Sheri and Les Biller Family Foundation. He is committed to the development and education of our future leaders and has been a longtime advocate of the Servant Leadership Model.

Behar has authored two books on leadership: *It's Not About the Coffee* and the newly released *The Magic Cup*.