



David Van Eekeren, President and CEO, Land O’Frost, Inc.

David Van Eekeren is president and chief executive officer of Land O’Frost, one of the nation’s best-selling protein companies and a producer of pre-sliced deli meats, meat snacks and other specialty meat products. Founded in 1958, Land O’Frost is a family-owned business headquartered in Munster, Indiana.



As president and CEO, Van Eekeren leads the company’s long-term strategic vision and is actively involved in day-to-day operations. The diverse skills he attained throughout his 29-year tenure at Land O’Frost laid the foundation for him to lead the business for sustained growth and innovation.

Van Eekeren began his full-time career at Land O’Frost in 1991 as a supervisor in the Searcy, Arkansas manufacturing plant. He then went on to hold various positions in the sales, marketing, accounting, finance and information services departments. In 2007, he was promoted to president and in 2012, he assumed his current role as president and CEO.

Van Eekeren is the family’s third generation to lead the 62-year-old business. His grandfather, Antoon Van Eekeren, founded Land O’Frost in 1958 after immigrating to the U.S. from Holland. The company’s strong family ethic and emphasis on protein for all families has catalyzed Land O’Frost’s growth, leading the company to become the third best-selling brand in the lunchmeat category and the largest family-owned brand of packaged deli meat in the U.S.

Throughout his tenure, Van Eekeren has led the company’s growth through a series of mergers, acquisitions and innovations.

In 2018, he oversaw Land O’Frost’s acquisition of Wellshire Farms, a natural and organic meats company based in Swedesboro, New Jersey. This transaction brought together two of the leading family-owned and operated companies in the meat industry. Prior to the Wellshire acquisition, Land O’Frost also acquired sausage and hot dog brand Wimmer’s Meats in 2011.

Most recently, under Van Eekeren’s leadership Land O’Frost debuted its newest brand: Gone Rogue, the company’s new-to-world introduction to the fast-growing protein snacking category.

Van Eekeren is an active member of the community and dedicates much of his time to philanthropic leadership. He is actively involved in a variety of nonprofit organizations including JDRF and the Cancer Support Center in Homewood, Illinois. He also sits on the board of the North American Meat Institute and is a Trustee for Illinois Institute of Technology, as well as an officer for the Chicago Chapter of the Young Presidents Organization. In his free time, Van Eekeren enjoys cooking, golfing, hunting, fishing and playing tennis.