

PROFILE *Andreas is a highly entrepreneurial multi-lingual senior business leader with a track record of building winning international teams and delivering profitable global growth. He is a blue-chip CPG expert proficient in all aspects of consumer marketing and global branding, comfortable in contributing and influencing on C-Suite and Board level. Andreas has turned around iconic brands and businesses and repeatedly opened new markets successfully.*

- Created and implemented winning strategies, drove revenue growth and expanded margins as General Manager/Regional Director with full P&L and Balance Sheet accountability in 30+ countries.
 - Directly led organizations with up to 700 M USD consumer sales and up to 300 employees
 - Global marketing leadership as Chief Brand & Innovation Officer and Strategic Business Unit (SBU) Director
 - Creative & disruptive thinker, resilient & optimistic leader, energetic & energizing colleague, entrepreneurial & results oriented manager, transparent & inspiring communicator and a 'walk-the-talk' authentic person
-
- B2C, B2B and D2C Marketing, Sales & Supply Chain
 - 'Better-for-you' business models in food & beverages
 - Comfortable with ambiguity and uncertainty
 - M&A experience on buy & sell side
 - Start-up leader, investor, advisor and mentor
 - Europe, US/Canada, LatAm, Asia and ANZ know-how

EXPERIENCE

2019 – Ocean Spray, Lakeville, MA, USA – a cooperative and the world's largest Cranberry grower

2022

VP International & Member of the Executive Board, reporting to the CEO; c. 700 M USD consumer sales; 60+ direct team; 20+ regional co-packers: all global non-US branded business and B2B in China and LatAm

- Full P&L and balance sheet ownership in six regions. Key countries: China, Korea, Taiwan, India, UAE, ANZ, UK, France, Canada, Mexico, Chile & Central America/Caribbean served through distributors
- Grew sales, margin, A&P and profit in three consecutive years; turned-around Europe & Canada
- Localized productions in LatAm, China, ANZ and IMEA and quadrupled innovation pipeline
- Improved business models and ways of working with HQ (autonomy 2.0)

2016 - KIND Snacks Inc: New York, USA & Dublin, Ireland – Leader in healthy & tasty snack bars - partnership with Mars since end 2017

Head of International & Member of the Executive Board, reporting to the CEO; c. 100 M USD consumer sales; direct team of 15; all Non-US business: key countries Canada, UK, Mexico, UAE, Ireland, France

- Established international strategy, teams and ways of working from scratch.
- Doubled number of active countries through expansion in Europe & LatAm (own teams & partners)
- Tripled sales in two years and turned a loss into a good profit. Transitioned business to Mars seamlessly

2014 - Innocent Drinks Ltd: London, UK – iconic European chilled juice & smoothies company – owned by TCCC (The Coca Cola Company) – THE European model for 'purpose led' businesses

Director Northern Europe, reporting to the CEO; c. 100 M USD consumer sales; direct team of 15

- Established "innocent" in the Nordics and delivered the best business performance and team scores of all regions in 2015 (sales + 84% - ahead of plan, gross margin + 730 basis points - almost double vs. plan).
- Moved NL business to direct sales which grew sales and margins.

2009 - The Iglo Group: London, UK – the European leader in frozen food - Private Equity owned (Permira) – Operating under the Iglo, Birdseye and Findus brands – now part of Nomad Foods

Director Emerging Markets, GM Benelux & Chief Brand & Innovation Officer, reporting to the CEO; > 2 bn+ USD consumer sales; direct team > 120; four own productions including the largest fish factory in the world

- Launched Iglo in Turkey and Russia.
- Represented Marketing in Findus Italy acquisition and led post-merger portfolio integration.
- Developed new brand umbrella strategy, brand architecture and corporate design and implemented seamlessly across packaging (1600 skus in 10 countries) and all communication channels.
- Created a unified Internet presence across all countries with better use of digital assets and 50% savings.
- Turned around Iglo Benelux delivering the first growth in 10 years in 2013, and created the organization and P&L structure for continued market beating performance.

- 2004 - 2009** **Henkel AG: Düsseldorf, Germany, the largest German FMCG Company – family controlled – Consumer Adhesive Division – Key brands Loctite, Pritt, Metylan, Pattex, Thomsit, Ceresit**
Director SBU Consumer Adhesives. GM Germany/ CH. Member of Division Executive Board. Board vice-chair at Japanese Henkel/Kokuyo JV. > 500 M USD consumer sales; direct team c. 300; seven productions
- Relunched the full Marketing mix of the world leading consumer instant adhesive brand Loctite in 50 countries within 12 months delivering 10% sales growth in two consecutive years at expanded margins.
 - Offset raw material inflation with aggressive price increase in Germany with 2%pts net margin expansion.
 - Implemented potential and margin-oriented sales steering across 10 different sales organizations.
 - Smoothly restructured sales teams (headcount minus 20%) together with worker's council.
- 2000 - 2003** **Wella AG: Darmstadt, Germany - Consumer Hair Care Division – Family owned/acquired by P&G**
Regional Director Asia/Pacific (Japan, Korea, HK, ANZ, SEA) & Member of the Executive Board. c. 300 M USD consumer sales; team of 250; six productions including regional center in Bangkok
- Revised regional strategy and gained 5 share points on market leader L'Oréal in the most profitable hair color category. Delivered 2003 plan in a tough environment (SARS, Iraq war, P&G take-over).
 - Transitioned business successfully to P&G.
- 1993 - 2000** **Reckitt-Benckiser: Ladenburg, Germany; Bucharest, Romania; Amsterdam, NL – a leader in household and cleaning products – key brands Calgon, Calgonit/Finish, Cillit, Vanish**
SVP, Director SBU Fabric Softener/ Surface Cleaner, GM Balkans (Romania, Bulgaria, Moldova and Hungary), Marketing Director Germany. c. 1,5 bn USD consumer sales in category role, c. 500 M USD in Germany and c. 100 M USD in Balkans. Team of 300 in Balkans.
- Turbocharged Benckiser Germany delivering double-digit sales & profit growth in three consecutive years through breakthrough TV campaigns ('Neighbor', 'Bürgy'), product innovation and cost savings.
 - Achieved first-time market leadership in the automatic dishwashing category with Calgonit in Germany.
 - Put Reckitt-Benckiser on the map in Romania. As employee #1 I defined the business strategy, legal and financial set-up, P&L shape and organization and led the business through a severe economic crisis with triple-digit inflation safeguarding the future through strategic management of brand equities and pricing.
- 1988 - 1993** **Procter & Gamble: Schwalbach am Taunus, Germany – Brand Management**
- Brand Management on Pampers, Lenor, Ariel and Dash. Led detergent approach in former East-Germany.
 - Trained the first-ever field sales force in former East-Germany.
-

PERSONAL

EDUCATION

Free University Berlin, Germany: Business Administration

Degree: Diplomkaufmann (equivalent to Master). Grade: 1.0 (on 1 best to 6 worst scale), top 5%

Primary & Secondary School (Gymnasium) in Berlin, Germany

Degree: Abitur (Baccalaureate). Grade: 1.8 (on 1 best to 6 worst scale), 2nd best of the year

INTERESTS

Mentoring: Helping young executives through LS Elevate to achieve their business and life goals

Start-up investor & coach: Healthy snacking (B2C and D2C), disruptive skin-care and urban farming

Travel: 75+ countries; 40 American States

Sports: Competitive tennis, alpine skiing, general fitness

LANGUAGES

German: native

English: very good professional level

Spanish: fluent

French: conversational

Dutch: basic

Romanian: basic