

### Bernd Müller



#### Background

- Entrepreneur, managing director and consultant in medium-sized family businesses in the food industry
- Positions in the areas of corporate management, sales, marketing and purchasing
- Market knowledge in Germany, Czech Republic, Poland and Romania
- Segments: FMCG, meat and sausage products, spices and additives, dairy products and plant-based alternatives, brand and private labels

#### Personnel consulting

- Search and selection of highly qualified managers and specialists in all functional areas of the food industry
- Search and recruitment of national executives with a high degree of specialization in the areas of sales, key account management, business development, marketing, production/plant management, QM, production management, purchasing, R&D, technology, finance, controlling.
- Succession planning

#### Management consulting (business consulting)

- Development and optimization of sales organizations - effectiveness, strategy and processes
- Branding, target group definition, correct target group approach, more successful communication with target groups
- Analysis and optimization of internal processes - in particular sales, marketing, QA, production, product management and purchasing
- Strategic and operational marketing promotion

#### Coaching /personal development

- Personality analysis - recognizing which tasks and activities (responsibilities) a person is actually driven for from within. Resulting recommendations for action.
- Support for company takeovers/transitions to successors (family members)