



Pioneer of the Veggie Industry
Consultant for the veggie butcher The Plantly Butchers
Former marketing director of Rügenwalder Mühle

Godo Röben is the face of the veggie industry. Before becoming a consultant for The Plantly Butcher, he worked for Rügenwalder Mühle and transformed the company together with a passionate team into the leading producer of vegetarian and vegan products. Godo Röben has thus disrupted the entire meat and sausage market in Germany.

After training as an industrial management assistant at Coca-Cola in Oldenburg, Godo Röben studied management at the University of Applied Sciences in Bremen from 1991 to 1995.

For more than 10 years, he has been happily managing a wide variety of projects in the field of alternative proteins. At Rügenwalder Mühle, which was still called Carl Müller at the time, he became director for marketing and PR directly after graduating and set up a department for research and development. Together with an incredibly passionate team, Godo Röben has contributed to over 50% of sales being made with vegetarian and vegan items within seven years. In 2017, he was appointed one of two managing directors of the company, which he left in 2021. Since early 2022, he has been acting as an external consultant for The Plantly Butchers, the veggie division of sausage maker The Family Butchers. He helps bringing the new Billie Green brand of meat-free products to the market.

Godo Röben is also a supervisory and advisory board member for the "old economy" across the food sector - as for example at the private dairy Bauer, at the second largest meat and sausage company in Germany - "InFamilyFoods" or at the pet food manufacturer Landguth. He supports companies in profiting from the revolutionary developments in the market and in making the world a little bit more livable. He works with top decision-makers in the food retail sector, who have discovered the field of food tech as an enormous growth area, and advises political decision-makers in order to advance the entire market of alternative proteins as a whole.

Among other things, Röben is an advisor to the "Federal Association of Alternative Proteins" and is an advisor to the "Ernährung der Zukunft" (Nutrition of the Future) project at the Ministry of Science in order to help advance the agricultural turnaround in Germany. He is also an investor in plant-based start-ups such as Perfeggt (vegan egg).

Godo Röben is also a keynote speaker, podcast partner or contact person in the field of alternative proteins.