



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

Godo Röben understands the food transition to be just as important as the energy transition and the mobility transition and repeatedly addresses these disruptive changes in his work, interviews and talks.

From 2014 to 2021, as Co-Managing Director, he transformed Rügenwalder Mühle - together with a passionate team - from a pure meat company into the largest veggie brand in Europe, with the result that the company currently sells far more vegan products than animal products. Spiegel Online writes about him: 'The sausage is the cigarette of the future. Marketing boss Godo Röben invented this slogan. He is the brains behind many clever decisions'.

Godo Röben is now striving for change for the entire German food industry and therefore holds various positions in different companies. For example, as a member of the supervisory board of the private dairy Bauer, as a consultant to Lidl, as an advisor to Rewe and to Germany's second-largest meat and sausage manufacturer InFamily Foods, where he also works as a strategic consultant for the vegan start-up Billie Green. From a standing start, Billie Green generated sales of over 20 million euros in 2023, making it one of the most successful food start-ups in Germany in recent years. Godo Röben is also on the advisory board of the pet food manufacturer Landguth, which sells a vegan dog food brand, and on the advisory board of Evolution 4 Food, a subsidiary of the jam manufacturer Göbber (Glück Marmelade), in order to help select sustainable company founders.

Godo Röben is an investor and advisor for the most modern vegan food start-ups in Germany - Project Eaden (vegan machine technology) and Happy Ocean Food (vegan fish). To ensure that the nutritional turnaround succeeds, he also advises politicians, whether as an advisor to the Lower Saxony Ministry of Science or as head of the 'Alternative Proteins Group', which develops recommendations for the government on how the protein turnaround can succeed in Germany. He is also a board member of the Federal Association of Alternative Proteins in Germany. Back in 2015, he was voted 'CMO of the Year' as the best German marketing manager and is right up there with the biggest CMOs in Germany - from BMW and Adidas to the Telekom CMO.

**Topics (Selection):**

- Transformation
- Disruption
- Innovation