

Ronny Gottschlich

Retail and FMCG Advisor | Investor | Consultant

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Based in: Germany, working globally
Web: www.heunadel.com

Date of Birth: 14.05.1975
Nationality: German



Focused on the fastest growing companies in retail and FMCG for the last 20 years, I gained deep insights into the industry's leading corporations. To share my experience, I currently support companies around the world in Supervisory Board positions and through my consulting firm Heunadel Retail Advisory. Additionally I work in the E-grocery sector incl. Bringmeister (German market leader), owned by Rockaway Capital.

Fulltime & Consulting



Rockaway Capital
Operating Partner
(2022-now)



Gorillas
CCO
(2020-2022)



Roland Berger
Senior Advisor
(2017-now)



Heunadel Advisory
Founder and CEO
(2016-now)



Schwarz Group / Lidl
Lidl CEO UK (2010-2016)
Lidl COO & COO DACH
(2009-2010)
Lidl Regional Director
London Area
(2004-2009)
Roles in retail, mgmt,
audit and expansion
(2000-2004)

Supervisory Board Seats



A101 is Turkey's largest retailer by store-count (12k proximity stores) and one of the fastest growing discounters, globally



Veganz, which I helped IPO, is Europe's largest vegan food producer, selling their ~200 products to >22k outlets



Studenac Markets recently tripled store-count to 1,200 outlets in Croatia through intensive expansion and M&A

Selected Key Achievements

Heunadel Retail Advisory

- Currently advising various retailers, e.g. Mexican discounter Tiendas 3B (1,800 stores)
- Consulted leading retailers, food producers, and investors including Sainsbury's UK, Infarm - vertical farming, Zabka PL, UBS and JPM

Gorillas (Quick-Commerce Grocer)

- Set up all central and regional Commercial & Logistics processes & teams with >300 employees to open >200 stores in <2 years
- Established and optimized key supplier relationships
- Helped raise a total of \$1.2bn in equity from leading investors, making Gorillas Germany's fastest unicorn

Schwarz Group / Lidl

- Managed Lidl UK's business performance across 20,000 employees, 640 stores, and 9 regional distribution centers
- Achieved double digit growth yoy through new store openings, assortment optimization & innovative offers; growing revenue from 2.2bn to 5.5bn GBP within 6 years
- Led brand-makeover to adapt the brand to local customer preferences through assortment, marketing & store design
- Introduced fresh offering (fruit & veg, meat & poultry) including sourcing strategy and assortment optimization

Skills & Languages

Skills

Digital Transformation | Decisive Leadership | Strategic Positioning | Target Operating Models | Go-to-Market Strategies | High-value Asset Mgmt | Capital Strategies/Turnarounds & Recovery | Shareholder Engagement

Languages

English & German: Native; Russian: Fluent; French & Spanish: Intermediate

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Bio of Ronny Gottschlich

Ronny is a seasoned executive with international track record in Retail, FMCG, and Technology. He built and led huge workforces, managed multi \$bn P&Ls, and rapidly expanded novel retail concepts, internationally.

Ronny currently advises retailers and adjacent businesses in board positions and through his consulting firm *Heunadel Retail Advisory* as well as through mandates with *Roland Berger* and *Rockaway Capital*. Additionally, he helps start-ups thrive by providing advice, making early-stage investments, and giving access to his vast network of executives.

Born and raised in Germany, Ronny graduated with a Diploma (MBA equivalent) in Marketing and Personnel in 2000. Right afterward, he began climbing the ranks at *Lidl* (*Schwarz Group*), a fast growing discounter in Germany. Just four years after starting as Sales Manager in a small town in Germany, he became Regional Director of the greater London Area, where he significantly contributed to *Lidl's* successful UK expansion.

After a stopover as CCO/COO in *Lidl's* home market Germany, Ronny was promoted to CEO of *Lidl* UK, where he managed a workforce of 20,000 employees, operating >600 stores. During the six years in this position, Ronny achieved double-digit growth year after year and grew revenue from 2.2bn to 5.5bn GBP. Besides scaling the operations, he and his team turned *Lidl* from a Germanic discounter to a viable British household shopping destination, causing headaches for quite a few of the incumbents. His big focus during this time was to change the perception through a complete overhaul of all fresh produce areas including sourcing and assortment.

In 2016 after 16 years with *Lidl*, Ronny founded his consulting firm *Heunadel Retail Advisory* and joined *Roland Berger* as Senior Advisor to help the world's largest retailers and FMCG brands solve strategic problems. Despite other plans, he again took on an operational role in 2020, when Berlin-based *Gorillas* started a novel Quick-Commerce concept, delivering groceries in 10 minutes. As CCO, Ronny built all key commercial partnerships, logistics set-ups and hired a team of >300 experts to rapidly scale operations to 9 countries and >200 micro-fulfillment centers within less than two years. Harnessing the momentum of the corona-pandemic, *Gorillas* received >1.2bn USD in funding and became Germany's fastest unicorn.

Since early 2022, Ronny focusses on his consulting engagements, start-up investments, and his Supervisory-Board positions. Additionally he helps VC *Rockaway Capital* to develop their investments in retail, food-tech and travel companies as Operating Partner.