

Innovation Strategist (f/m/d)

We are looking for a food and trend enthusiast with a business background, to serve as strategist in our team. We are looking for someone woke- someone who loves culture and the numerous ways it pushes for social change. Someone who is just as excited about the new wave of awareness around food as we are, and who enjoys uncovering the most promising ideas to fix our broken food system. Someone who is not anti-capitalism, but instead pro-better-capitalism. We believe that what makes our generation great is our impatience- our need to get to work on ensuring a good future, on tackling environmental, health and social issues. Our rappers talk about mental health, our pop stars refuse to starve, our entrepreneurs are selling sustainable condoms. We are looking for someone who is part of this shift.

This is a full-time position with the prospect of permanent employment, based in Berlin.

About the position

You lead our research on brands, products, companies and consumer culture, and work closely with our Head of Ideas formulating strategies for our clients. You excel at understanding the relevance of food culture and niche innovation and personally convince our clients of the opportunities behind our findings. You pragmatically support our mission, while acquiring the skills of a senior strategist. You work in an environment where our vision frames our doing not vice versa, and where results count more than hours, egos and ties. You will find people here, not facades. We come from all different ideological backgrounds: that dynamic can be tense for some, but for us, it's rewarding and essential to our philosophy.

About HERMANN'S

HERMANN'S is an innovation vehicle for the food industry. We are a daughter company of Bahlsen, a long-standing biscuit company in Germany. Our Innovation Strategy team works closely with our Food Ecosystem and HERMANN'S Eatery in Berlin. We help established food companies to find and adopt innovations that can be a struggle to generate in-house. We identify cultural shifts, new niche products or brands, restaurants and online trends that indicate future developments in specific food markets. We then support our clients to translate this information into brands, portfolios and products.

Who we look for

You identify with our goals. Food is essential for people, planet and you. Its future emerges at the nexus of old industry, culture and niche innovators. You want to change food innovation with illusion-free purpose driven business. You are pragmatic and simplify complexity. After 1-2 years in consulting and/or the food industry you have



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insights into food innovation and can relate to dreamers, craftsmen, activists and managers. Your results show rigor and creativity. You want to get things done with impact, grow as who you are, seek merits not status, and deliberately choose uncertainty. Starting over does not frustrate you.

Formal conditions

You are available full-time in Berlin, or willing to move to Berlin. You can prove relevant work experience and a strong academic record. Fluency in German and English is a must.

Contact and Application information

We don't need you to write a long, formal cover letter. Instead:

1. Please list three new developments in food that you are excited about and explain why- this can be innovative new restaurants, food bloggers, a specific product or brand, or an obscure new food trend.
2. Please write a short paragraph on why you wish to work for HERMANN'S specifically.

Please direct your complete application in a single file to laura@hermanns.com. We may only respond to candidates successful in securing an interview. Thanks for understanding. If this is for you, let's get in touch.

