



DR TANJA HACKER

BUSINESS, MANAGEMENT, COMMERCE

International negotiation skills are her speciality. The development of new, sustainable products and strategies is her passion: Dr Tanja Hacker worked as Purchasing Director for Lidl, Aldi and Hofer, where she was in charge of purchasing for up to 28 countries. She has made real change in the retail industry: both nationally and internationally, for example, by developing a sustainability strategy for Lidl or introducing low sugar, fat and salt products. Tanja Hacker studied business administration and earned her doctorate in international management. As Vice President Purchasing for Lidl Austria, she was responsible for the development of private labels as well as for branding & packaging, brand strategies, sustainability and category management. Using her expertise, she supports international companies on their journey to greater success – whether in purchasing management, the evaluation of new business ideas and products, the development of strategies or the development of brand structures and layout strategies.

- LEADERSHIP
- DISRUPTION
- SUSTAINABILITY
- CONSULTANCY
- BRAND DEVELOPMENT
- EUROPE
- PRODUCT MANAGEMENT
- CATEGORY MANAGEMENT
- RETAIL MARKETING
- INNOVATION

CONSULTANCY / ADVICE

Flexibility and innovation are the foundations for success in business, but in future sustainability and employer branding will also become increasingly important. These success factors are implemented differently in different countries. Dr Tanja Hacker knows exactly what has to be considered and how companies can develop sustainable strategies in every retail sector. Thanks to her extensive expertise, she has also developed a keen sense for potentially successful products and business ideas over the years. An expertise from which large corporations profit.

Dr Tanja Hacker is available as a consultant in the following areas:

- From the product idea to the market – giving companies product development advice
- Product range design: private label and brand, discount and full range
- Product management
- A sustainable marketing strategy
- Further development and digitalisation of distribution
- Optimising purchasing – from raw materials to product selection
- Branding & packaging: brand structure, layout strategy etc.
- Category management
- Strategic advice for start-ups

INFORMATION

Fees: on request

Travel expenses from/to place: Vienna (AT)

Languages:

- Individual content customisation possible
- Handout/further documents

CONSULTANCY / ADVICE

What customers want – procurement for the advanced

- Get ready: country strategy for the German-speaking region + Europe + USA
- What you need to pay attention to in product management and development
- Strategy development 2025 – insights into a sustainable purchasing strategy
- It doesn't always have to be online. Which products are suitable for distribution via digital channels and which aren't
- How to enter into negotiations correctly – negotiation strategies/negotiation training

Innovations in purchasing – why sustainability is no hype

- Crystal ball 2025 – what is sustainability?
- All in the same boat – how to set up a proper CSR strategy
- The customer of tomorrow – or the love of sustainability in food and non-food
- Everything's organic and vegan, right? What are the industry trends of the future?

FORMATS

- Lecture
- Interview
- Seminar
- Consulting
- Talk/discussion
- Moderation
- (One-to-one)Coaching
- Online/Web based



CONSULTANCY / ADVICE

Women's power – self-motivation, assertiveness skills: what women have to do to assert themselves at male-dominated executive levels

- Why diversity in executive positions improves the emotional intelligence in a company and why every company is more successful on the market with it.
- Women in business – be like a pineapple: stand tall, wear a crown, but be sweet on the inside... or how to make it to the top as a woman.
- How women can motivate themselves to work harder than their male colleagues

Procurement – optimise your purchasing

- Reduce purchasing costs
- Optimise acquisition costs
- Create structure in operational purchasing

Without batting an eyelid– negotiation strategies and training

- Cultural differences: how to negotiate with companies at home and abroad
- What matters in negotiations – „getting to yes“
- „Tough but fair“ – how to get the best for your company

SPECIAL FIELD/SPECIAL FEATURES

CSR – why we should look forward to tomorrow

CSR is becoming increasingly important in companies. Sustainable products are highly valued by the customer of tomorrow.

Cooperation between start-ups and companies

Getting past the doorman: why it is so hard for large super-market chains, retailers and start-ups to come together.

Women in management positions

A balanced proportion of women in management is good for emotional intelligence and thus for corporate success, too.

Women networkers

A large network of people in executive positions within Europe and across different industries.

International reputation

Product development to marketing strategy, optimising the procurement processes, promoting product innovations, establishing sustainability, having a feel for trends.

NUMBERS / DATA / FACTS

- Already an authorised signatory at Aldi Suisse at 28
- First woman in international purchasing to be an authorised signatory at Lidl in the company HQ in Neckarsulm, Germany
- Purchasing director for private label and brand for all 29 Lidl countries
- Gained a doctorate while working
- 2014 – Pioneer in sugar, salt and fat reduction and sustainability
- One of two women in the Lidl management team in purchasing (29 countries)
- 2017 – Played a leading role in developing the sustainability strategy of Lidl Austria
- 14 years' experience in retail

REFERENCES

- „Retailer of the Year“ in 2017, 2018, 2019 and 2020 – Lidl Austria (category: discounters)
- 1st place „Great Place to Work“: best employer in 2017, 2018, 2019 and 2020 – Lidl Austria (category: XXL, More than 1000 employees)
- 1st place for various products at „Konsument“ and „ÖGVS“ 2019-2020
- 1st place „Best Product of the Year“ in the category of Fruit yoghurt private label dairy products (customer satisfaction: price/performance) – Lidl Austria 2019-2020
- 1st place organic own brand – Lidl Austria „Konsument – Issue 4/2020“
- 1st place meat own brand – Lidl Austria 2020
- „VKI – Issue 04/2020“

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MEDIA

