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Patrick Müller-Sarmiento joins Roland Berger as head of the global consumer goods practice

Munich, December 2020: Patrick Müller-Sarmiento is rejoining Roland Berger as a Senior Partner. From January 2021, he will be heading the global Consumer Goods & Retail practice and joining the extended global management team as the member for Health & Consumer. With a seat on the Innovation Board, Müller-Sarmiento will also be helping the consultancy develop its future business portfolio. This will include highly innovative strategies and services that support companies in the process of digitalizing their business models while also taking the necessary steps towards a sustainable economy.

Patrick Müller-Sarmiento had left to join retail chain Real in 2012, initially as a member of the management board. He then became CEO in 2016, a role which he brought to a conclusion with the sale of the corporation to an investor. His responsibilities encompassed all food and non-food procurement, quality management, as well as the retailer's marketing and online/new business activities. Müller-Sarmiento drove the establishment of digital platforms and also redesigned the brick-and-mortar store outlets. He had previously spent ten years working for Roland Berger from 2002 onwards, latterly as Senior Partner.

Stefan Schaible, Global Managing Partner: "Patrick Müller-Sarmiento's leadership experience and his flair for innovation in consumer goods and retail will further enrich Roland Berger's consulting expertise. We are delighted to be able to welcome him back into the Roland Berger family."

Patrick Müller-Sarmiento: "The pandemic has caused a further heightening of the global pressure for transformation across the business landscape. I am

very excited to be tackling the daunting challenges facing the consumer goods industry with our clients and our teams. There is a lot to do."

Roland Berger, founded in 1967, is the only leading global consultancy of German heritage and European origin. With 2,400 employees working from 35 countries, we have successful operations in all major international markets. Our 52 offices are located in the key global business hubs. The consultancy is an independent partnership owned exclusively by 250 Partners.

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