

Strategy Competition for Sports Nutrition & Plant-Based Solutions



Join us in developing the go-to-market strategy for our two fastest growing food segments and win a trip to our innovation center at ADM Heidelberg.

WHO WE ARE?

As one of the world's largest nutrition companies, ADM is a leader in both human and animal nutrition. We unlock the power of nature, transforming natural products into ingredients and solutions for foods, beverages, and supplements.

We provide the foundation of staple foods such as flour, oils, sweeteners, flavors, colors, and plant based proteins. We innovate plant-based meat as well as everyday foods; from protein bars to energy drinks, yogurts to smoothies, bread to beer.

As people today are looking for new ways to live healthier, "Sports Nutrition" and "Plant-Based Solutions" are in our focus.

\$85 BILLION REVENUE
> 41,000 EMPLOYEES
200 COUNTRIES



WHAT IS OUR WORKSHOP ABOUT?

Based on market and consumer data, you will work together in teams guided by experienced managers to develop a route to market for our growth segments "Sports Nutrition" and "Plant-Based Solutions". At the end of the workshop, you will present the results of your team and discuss. Our jury of sales and marketing leaders will evaluate your ideas and announce the winning team.

We will invite the winning team to our ADM location in Heidelberg. You will learn about the ADM innovation process, taste our 2023 nutrition innovations, go on a plant tour and meet our sales and marketing leaders for lunch.

APPLY NOW! PRIZE FOR THE WINNER TEAM



WHEN AND WHERE WILL THE WORKSHOP TAKE PLACE?

Thursday 27.10.2022, 1 – 6 p.m. in the "Roche Forum", Building L5, 1

After the workshop, Hendrik Freudenstein (VP Food), Bastian Hörmann (Director Marketing Food) and Andreas Petrik (Director Marketing Specialized Nutrition) will invite you for a get-together with finger food and drinks.

WHO CAN JOIN?

You study Business management with a focus on marketing and sales, are passionate about topics like route to market, purchase funnel and value proposition? Do you have an interest in healthy food alternatives and sports nutrition? Are you keen to drive the future of food and beverage within a truly global solution provider?

Then apply with your CV at cornelia.kern-schomber@adm.com

Team ADM is looking forward to you!



Learn more about ADM at adm.com