

Friday, 13 March 2020, 12:30 – 14:00 hrs, MCI, Universitaetsstrasse 15, Innsbruck

what the heck does the consumer want!



HORST LEITNER

CEO, HOFER KG, Sattledt/Upper Austria

With 1,000 stores and 21,000 employees in Switzerland, Italy, Hungary, Slovenia, and Austria, HOFER KG is one of the most successful food retailers in central Europe. In Austria, HOFER is actively committed to climate protection, has been working 100% CO2-neutral since January 2016, and was awarded the Energy Globe World Award for its efforts.

Horst Leitner began his career at HOFER in 1992, after gaining initial professional experience at IBM and studying commercial sciences in Vienna.

He gained extensive experience in sales and central buying before taking over responsibility for central buying for the HOFER Group in 2006, after three years as Managing Director of the Weißenbach region in the South of Austria.

Starting in 2011, Horst Leitner took over the role of Vice President Corporate Buying for ALDI INC, USA.

In 2016, Horst Leitner was appointed a member of the national board of ALDI USA. In December 2018, he returned to Austria and took over the CEO role for HOFER KG.

Horst Leitner has a Master's degree in Banking from the Vienna University of Economics and Business.

Free participation for members of MCI Alumni & Friends, students, faculty and invited guests. Please register at alumni@mci.edu.

Lecture in English.

