



# Press release

## Olivier-Thomas Wade joins GfK as Vice President Global Retail Management

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**Nuremberg, October 12, 2018 – GfK SE appoints Olivier-Thomas Wade as Vice President Global Retail Management effective October 15, 2018. In this newly created role, he will take on responsibility for developing GfK’s global retail strategy. He will report directly to GfK’s Chief Customer Officer, Christian Erlandson.**

“While transforming our company from a traditional market research organization into an indispensable, trusted data and analytics partner, retail remains one of our focus areas. Thus, Olivier-Thomas Wade is a very important addition to our team”, said Christian Erlandson, GfK’s Chief Customer Officer. “He is a renowned expert in the development of global strategies and their local implementation and has a successful track record on both retailer and supplier side. Paired with his excellent leadership skills, this makes him the ideal candidate for the job. I am convinced that he will take our retail business to the next level.”

Since 2013 Olivier-Thomas Wade held different global management positions at retail group Metro AG, since 2016 as Global Director. In this role, he most recently developed a worldwide commercial strategy for Metro’s Food Service Delivery.

Prior to that, he led the post-merger integration of a boutique luxury food and beverage retailer in the Classic Fine Foods category. In other previous positions at Metro he leveraged his international experience of both supplier and retailer side to lead Metro's international data sharing for suppliers and re-established their category and supplier management in the Food and Beverages category.

Prior to joining Metro, Olivier-Thomas Wade held several management positions in blue-chip consumer businesses. At Iglo Group (2009 to 2013) and Danone Baby Nutrition (2007 to 2009) he held global management roles. In different positions at Kimberly Clark (2001 to 2007) and Mars Inc.

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Christian Bigatà Joseph

Supervisory Board Chairman:  
Ralf Klein-Bölting

Commercial register:  
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(1996 to 2001) he successfully managed turnarounds of business units, regions and individual brands. Olivier-Thomas Wade started his career at Procter & Gamble in 1993.

### **About GfK**

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world “Growth from Knowledge”.

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