

## Horst G. Leitner

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### Profile

Seasoned executive with 30+ years of leadership in international retail, most recently as CEO of a leading discount grocery chain across five European countries. Known for driving strategic growth, modernizing operations, and building high-performing, value-based cultures in both U.S. and European markets. Deep expertise in buying, marketing, supply chain, technology, and organizational development. Focused on creating future-ready businesses through clear vision and collaborative leadership.

- Transformed a multi-billion-dollar grocery business across multiple countries, delivering sustained growth.
- Modernized core processes and structures, leveraging technology to boost efficiency and scalability.
- Built and mentored diverse leadership teams, fostering a strong, performance-driven culture.
- Led strategic expansion aligned with evolving customer needs and market dynamics.
- Optimized supplier partnerships and buying strategies, enhancing profitability and value.
- Known for strategic clarity, cross-cultural fluency, and leading through complexity.

### Professional Experience

**External Advisor – Bain and Company, since July 2025**

**CEO & Personally Liable Partner – HOFER KG (ALDI South), Southeastern Europe, 2018 – 2024**

- Led operations across Austria, Switzerland, Italy, Slovenia, and Hungary—managing 25,000 employees and 1,200+ stores.
- Increased sales by 41% and store count by 29%.
- Executed market-specific strategies tailored to maturity levels in each country.
- Shifted business toward fresh grocery, enhancing profitability and same-store sales.
- Piloted ALDI's global tech transformation; led organizational restructuring.
- Implemented first consumer segmentation model to drive assortment strategy.
- Modernized corporate culture through global HR initiatives.
- Advanced sustainability with impactful initiatives: PV, EV charging, and waste reduction.

**Member of the Office of the Presidents – ALDI Inc., Batavia, IL, 2017 – 2018**

- First and only non-American board member at ALDI U.S.
- Oversaw national buying, supply chain, marketing and regional operations.
- Launched grocery eCommerce business, now 10%+ of total ALDI US business.
- Introduced data-driven pricing.

### **Vice President Corporate Buying – ALDI Inc., Batavia, IL, 2011 – 2016**

- Co-led U.S. Buying, Logistics, PR, Quality, CSR, and Customer Service.
- Managed \$8.3B buying volume.
- Expanded private label and health-conscious ranges; drove 36% same-store sales growth.
- Established California buying office and sourcing base.
- Increased Nonfood Special Buy volume by 170%.
- Rolled out Transport Management System and West Coast Hub.

### **Vice President Corporate Buying Southeast Europe – ALDI, 2006 – 2011**

- Established Group Buying for 7 countries; created global process blueprint.
- Led buying in Switzerland, Greece, and Austria.
- Developed award-winning organic private label range in Europe.
- Led CSR and NGO partnerships (e.g., Greenpeace).

### **Vice President, Weissenbach Division – HOFER KG (Austria), 2002 – 2006**

- Led \$500M division with 55 stores and 1,000+ employees.
- Achieved top 3 performance division within six months.
- Prepared market entries for Slovenia, Hungary, Greece, Croatia.

### **Corporate Buying Director – HOFER KG (Austria), 1998 – 2002**

- Managed \$275M sourcing portfolio.
- Expanded range from 500 to 800 SKUs.
- Launched first organic private label range in European discount retail.

### **District Manager – HOFER KG (Austria) and ALDI UK, 1992 – 1998**

- Managed 4–7 stores; responsible for staffing, budgeting, planning.

### **Treasury Specialist – IBM Austria, 1990 – 1992**

- Planned and managed liquid funds in Treasurer Services Department.

### **Education**

Vienna University of Economics and Business (Wirtschaftsuniversität Wien), 1985 – 1990

Master's Degree in International Business Administration (Handelswissenschaften), Major in Banking

Top 2 (High School) and Top 7 (University) graduate

### **Languages**

German (native), English (fluent), Spanish (basic), French (basic)