



VOLKER STRÄSSER

International Business Development · Key Account Management · Plant-Based Food



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Rehlingen-Siersburg

PROFILE

International business development and B2B sales professional with 15+ years of experience in customer acquisition, key account management, commercial negotiations and market development.

At Moulins de Kleinbettingen, I helped bring a new plant-based protein production facility into commercial operation and secured international food industry customers, including global market leaders, with contracted annual production volumes of several hundred tonnes.

My background also combines entrepreneurship, brand activation, marketing and hands-on grocery retail experience. Vegan since 2013, I bring a long-standing understanding of the plant-based food market from both a professional and consumer perspective.

Looking to help vegan food brands expand into new markets, grow distribution and build long-term commercial partnerships.

Available from November 2026 · Based in Germany · Open to remote and hybrid roles with regular international travel

PROFESSIONAL EXPERIENCE

FOUNDER & MANAGING DIRECTOR | MUCKEBOX

09/2017 – present

Muckebox

- Founded and developed an international business specialising in brand activation, event marketing and customer projects.
- Responsible for business development, client acquisition, key account management, commercial negotiations and overall business management.
- Worked with clients including Nespresso, Douglas and German Bundesliga football clubs.
- Delegated day-to-day operations to team members and project partners; only minimal administrative responsibilities remain outside regular working hours, allowing full availability for a new full-time position.

PROJECT MANAGER – BUSINESS DEVELOPMENT

02/2020 – 03/2024

Moulins de Kleinbettingen

- Contributed to the development and commercial launch of a new plant-based protein production facility, from greenfield project to operational production, representing an investment of approximately €20 million.
- Independently acquired leading international food manufacturers and global industry players as new customers, managing the commercial process from initial contact through product development and negotiations to contract signing and production launch.
- Secured and managed customer projects with contracted annual production volumes of several hundred tonnes.
- Managed commercial proposals, pricing calculations and contract negotiations in coordination with senior management.
- Worked closely with production teams and food technologists to develop customer-specific solutions, coordinate industrial trials and transition projects into regular production.
- Developed new business opportunities and international customer relationships through industry trade fairs and direct market engagement.

FREELANCE BRAND & DIGITAL MARKETING

09/2018 – 12/2021

- Managed brand, communication and digital marketing projects, including assignments for Villeroy & Boch.
- Coordinated campaigns, external agencies and cross-functional project delivery.

DIGITAL BUSINESS DEVELOPMENT MANAGER

06/2017 – 06/2018

CosmosDirekt

- Developed digital marketing strategies, customer journeys and campaigns.
- Managed cross-functional initiatives and coordinated stakeholders across business functions.

MANAGEMENT TRAINEE – DIGITAL BUSINESS

03/2016 – 05/2017

Globus Markthallen

- Gained hands-on grocery retail experience through a two-month assignment in Globus stores in Saarbrücken.
- Engaged regularly with buyers and store-level contacts, including discussions about vegan products.
- Contributed to strategic projects and developed digital marketing and platform concepts.

FOUNDER | VEGAN FOODTRUCK CONCEPT

04/2015 – 04/2016

Pinche Food Truck and Catering

- One-year entrepreneurial project inspired by my Master's thesis.
- Developed and operated an independent vegan foodservice concept with support from a business angel.
- Converted a former DHL delivery van into a foodtruck and managed marketing, operations and event participation.

B2B MARKETING & BUSINESS DEVELOPMENT

04/2014 – 04/2015

Locca (Technology Startup)

- Developed marketing and market-entry strategies for a technology startup.
- Worked on strategic partnerships and international business communication.

B2B SALES

01/2011 – 05/2012

Lecturio (Technology Startup)

- Acquired new B2B customers and managed key accounts in the higher education sector.
- Increased B2B revenue in the university segment by 120%.

EDUCATION

Master in International Business

09/2012 – 08/2014 | France

Grenoble Ecole de Management
with Distinction

Master's thesis: "Plenty of Options: Vegan Food 24/7" – Market Analysis to Launch a Born-Global Vegan Food Business in the Border Triangle of Germany, Luxembourg and France

Bachelor in English and Romance Studies

09/2007 – 09/2010 | Germany / USA

Universität des Saarlandes / University of Missouri

Scholarship recipient throughout studies in Germany; completed third academic year in the United States.

SKILLS

International Business Development · B2B Sales & Customer Acquisition · Key Account Management · Commercial Negotiations · Strategic Partnerships · Market Expansion · Pricing & Proposals · Brand Activation & Go-to-Market · Food Industry & Plant-Based Products · Grocery Retail Exposure · Cross-Functional Project Management · Entrepreneurship

LANGUAGES

German – Native // English – Full professional proficiency // French – Fluent // Spanish – Fluent