

## **Business Collaboration Advocate Christian Cordt Joins Advantage Group International as Country Manager, Germany**

Toronto, Ontario – November 12, 2021 - [Advantage Group International](#), leaders in business-to-business engagement, is pleased to announce the appointment of Christian Cordt to the role of Country Manager, Germany. Cordt joins the global organization (headquartered in Canada) to help enhance the Advantage brand within the German marketplace and FMCG community while providing a high level of organizational, sales, and client service leadership.

Cordt brings a wealth of consumer insights, logistics, category management, and sales experience in the CPG industry, having spent over 16 years at ABInBev and Mars. He most recently served as the National Account Manager for Meica, where his responsibilities focused on driving relationships with major German food retailers, including Edeka.

“Germany is a significant market for Advantage,” says Anthony Guadagnolo, Chief Commercial and Market Development Officer, Advantage Group International. “We look forward to seeing how he will expand on the current contributions by our dedicated German team with his positive energy and strong leadership.”

“I am aware that, in today’s current situation, there is a challenge for both retailers and suppliers when balancing secure commercial competitiveness and the art of working together with business partners,” shares Cordt. “I am convinced that trust in mutual business relationships is the most sustainable competitive advantage you can have.”

Cordt will focus on managing global client relationships with multinational CPG and retail groups who are based in Germany with a goal to further engage the retailer community in supporting their agenda with suppliers. He will join a passionate team that has been serving the market since 2005 and is dedicated to continuing Advantage’s legacy in Germany by driving high collaboration with clients and industry partners.

### **About Advantage Group International**

Advantage Group is the leading advisor for CPG and Grocery business-to-business engagement solutions globally. Trusted by many of the world’s leading brands, the annual Advantage Report™ has become the gold standard for improving performance between suppliers and retailers in over 40 countries. Established in 1988 and headquartered in Canada, Advantage Group acts as an integral link between supplier and retail partners, using data analytics and strategy consulting to explore opportunities for mutual growth and strengthen relationships, helping businesses be better together. For more information: <https://www.advantagegroup.com/>

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