

JAN BREDACK

Founder and Chairman of the Board of Veganz Group AG



Jan Bredack was born in 1972 as a Sunday child in the former German Democratic Republic (GDR) where he grew up. After the reunification, he began his career in the automotive industry. After training as a car mechanic, he passed his master craftsman's examination and joined the Daimler Group. His responsibilities there included establishing the customer service departments for German sales and managing them for several years. While working, he attended and successfully completed several management programs at the renowned University of St. Gallen (Switzerland).

Bredack then took on the position at Daimler of Head of Sales and Service for Commercial Vehicles in Germany and was responsible for, among other things, the entire after-sales business for the German market. At this point he was 30 years old.

He subsequently became Technical Director in the management of the Mercedes Benz Trucks Vostok Company, a joint venture between Daimler AG and the Russian truck manufacturer KAMAZ. Here he was responsible for the construction of the first production plant for Mercedes trucks in Russia and for developing the sales organisation.

Following a burnout in 2008, he was inspired to make a radical change in his life. He began to identify with the vegan lifestyle and to convert his diet to a vegan one. In the spring of 2011, he founded Veganz GmbH, Europe's

first vegan supermarket chain. Already in 2014, Bredack was among the top 3 national finalists at the prestigious German Founder's Award. In the same year, he was named [Person of the Year by PETA Deutschland e.V.](#) One year later, Veganz was given the [PETA Progress Award](#) for sustainable business.

Spurred on by the success of his company, Bredack decided to launch his own vegan products on the market under the Veganz brand in 2015. In 2019, the company's transformation into Veganz Group AG followed as the next logical step in its development. Going forward, the Veganz brand will focus on the development, marketing, and distribution of the company's currently 120 own vegan products, which are available at over 22,000 sales outlets in more than half of all EU countries.

With the opening of its first in-house production facility for vegan cheese alternatives in 2020 in Berlin, Bredack continues to set Veganz on a growth path and has been rewarded. Just in time for its 10th anniversary in 2021, Veganz became the only German company to be voted one of the [top 3 innovation brands and Germany's most innovative food brand in an exclusive Handelsblatt ranking](#). In addition to his role as CEO, he is also responsible for sales at Veganz Group AG.

True to the motto "Eat something for the climate", Jan Bredack is continuously developing sustainable innovations and is one of the mentors of the ProVeg Incubator.