



Lecture Series of the Research Institute for Supply Chain Management

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Summer semester 2017

**“Red Bull – How wings are made”**

March 27, 2017, 5:00 pm – 6:30 pm

Building LC , Upper Level 2, Room 2.400 Clubraum, Welthandelsplatz 1, 1020 Vienna

Werner Depauly – Head of Global Purchasing

Erhard Stadler – Head of Global Supply Chain

Martin Schneller – HR Business Partner

Red Bull

**Abstract:** Celebrating its 30th birthday in 2017, Red Bull currently sells more than 6 billion cans per year. Get an insight into the world behind the can, including the wall-to-wall production concept and the efficient packaging and transport solutions. Werner Depauly, Head of Global Purchasing, will illustrate the complexity of sourcing product ingredients and packaging materials across the globe. He will also talk about sustainability and Red Bull’s efforts to ensure its carbon footprint stays as small as possible throughout the entire lifecycle of the can. Erhard Stadler, Head of Global Supply Chain, will explain how Red Bull distributes its finished product globally from just two production plants and the challenges associated with this approach. For those interested in launching a career at Red Bull, Martin Schneller (HR Business Partner), will answer all career-related questions. After the session join us for snacks and Red Bull, at which time all speakers will be available for any further questions and discussion.

**Biography:** Werner Depauly is the head the global purchasing department and joined Red Bull in 2006. His role includes the management of the global purchasing of raw and packaging materials used in the production plants. Furthermore he is responsible for the purchasing of the Red Bull POS items and the fleet management.

Erhard Stadler joined Red Bull 18 years ago and leads the global supply chain department. He has a broad field of responsibilities, including the management of the global production planning, the worldwide area operations departments and the international logistics department.

Martin Schneller: In his role as an HR business partner he supports the operations department in all HR-relevant topics and develops recruiting and employer branding strategies to attract new talents. He graduated at the WU Vienna and joined Red Bull in 2016.