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[WWW.GREENOLOGE.COM](http://WWW.GREENOLOGE.COM)

#### VISION

Sustainable joy with our four-legged friends

#### MISSION

The greenologist courageously greens up brands, people and markets

## KLAUS WAGNER

### POSITION/COMPANY

Erbacher, the food Family  
1998-2002 Product Manager for milk replacers and silage additives  
2003-2018 responsible for the Josera brand  
2013 Launch of green petfood with the Veggiedog „revolution“  
2013 Development and responsibility for Digital-Lab „Foodforplanet“  
2019-2020 Development and responsibility Innovation-Hub „Green Sale“

1.11.2020 Start as Greenologist

### CONCEPTION OF MANATTITUDE

Positive, appreciative attitude with focus on personal development by supporting and challenging the individual person

“Panta rhei“ – “everything flows“ – You cannot step into the same river twice (acc. to Heraklit)

“Everything must change so that everything can stay“. Tomasi di Lampedusa

„The creative person is both more primitive and more cultivated, more destructive, a lot madder and a lot saner than the average person.“

## EDUCATION

1991-1993 Training as a farmer with focus on animal husbandry

1993-1994 Farmhand in agricultural operations

1994-1998 Agricultural studies with a degree in engineering

1998-heute School of life, with experiential learning, family and profession

## JOYFUL OFFICE

Since 1997 Pastor and priest in the New Apostolic Church

Since 2010 involved in various projects of development cooperation in East Africa: afforestation, forest conservation and milk production