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ASIA

Hajo Riesenbeck joins Circus SEâ??s board of advisors

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Circus SE, a global leader in AI software and embodied AI-robotics for the food service industry announced that Hajo Riesenbeck is joining its Board of Advisors among leading industry experts in the field of AI, robotics and global growth.

The food service industry is at a tipping point, grappling with over $470 billion in annual food waste and chronic labour shortages. Circus is pioneering a bold transformation with fully autonomous cooking systems powered by embodied AI - ensuring a future where high-quality, nutritious meals are produced with unparalleled efficiency, sustainability, and accessibility.

Hajo Riesenbeck is a visionary leader with a distinguished career in global strategy, business transformation, and consumer innovation. During his 30-year tenure at McKinsey & Company, he established McKinsey's Marketing & Sales Practice in Europe, driving its significant growth and shaping its strategic impact across industries. He later took on global leadership roles, spearheading McKinseyâ??s external and internal communications while advising some of the worldâ??s most influential brands. His deep expertise in scaling businesses and optimising market strategies will be instrumental in accelerating Circus' global expansion.