

Press Release

Deutsches Verpackungsinstitut e. V. (dvi)
(German Packaging Institute)



Berlin, 25 March 2025

New managing director for the German Packaging Institute e.V.

On 1 April 2025, Dr. Natalie Brandenburg will take over as Managing Director of the German Packaging Institute (dvi). The packaging industry network looks forward to welcoming an experienced manager with particular expertise in networking, sustainability, leadership and change management, who will bring together different perspectives from the value chain and create space for the development of innovative approaches.

“Dr. Natalie Brandenburg is a dynamic designer of change and solution-finding processes with special expertise in sustainability, leadership and change management thanks to her many years of experience at a systemic organisational consultancy. She is experienced and skilful in leading teams in changing environments, advocates open communication, is a skilled mediator in navigating complex social situations and sees networking as the key to new ideas and innovative solutions. This makes her a perfect fit for the German Packaging Institute. The Executive Board, together with the entire team at the head office, are very excited to be working together with her. We are convinced that Dr. Brandenburg’s positive energy and strong drive to move things forward will continue to develop the dvi and that she will be a first-rate public voice of the organisation. She will ensure that our member companies continue to receive important services and decisive momentum from the dvi in the future,” explains dvi CEO Thomas Reiner.

The new dvi Managing Director holds a Bachelor of Arts in German Philology, History and Anthropology and a Master of Public Policy (MPP). She holds a doctorate in conflict research from the University of Kent and subsequently enjoyed success as a senior consultant and mediator for Sedlák & Partner and most recently as a senior project manager and head of the sustainability centre of excellence team for S&P Consulting SE. Dr. Natalie Brandenburg is married, has two children and lives in Berlin.

“I very much look forward to working with the dvi team to bring together key players in the packaging industry and further expand our services. I am convinced that platforms that bring together different perspectives from the value chain and offer space for the development of innovative approaches will make a telling difference,” says Dr. Brandenburg, looking ahead.

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About the German Packaging Institute

The German Packaging Institute (dvi) was founded in 1990. It connects people from the entire packaging value chain across all sectors – covering packaging machines, all segments of the packaging and consumer goods industry, as well as trade and brand companies, the circular economy and recycling industry – with the aim of initiating innovative and sustainable approaches. The dvi advocates for topics from the packaging industry across all sectors and materials and does not get involved in ideologically driven discussions. It brings packaging into the public arena, brings objectivity into discussions, which all too often are tarnished by prejudices and false generalities, and informs with facts about the achievements of packaging and its players. The dvi's initiatives include the German Packaging Award, the German Packaging Congress, the Day of Packaging, the Dresden Packaging Conference, the Packaging Academy, the Packaging Strategies Forum, the dvi Student Conference and the PackVision project for young talent.

<http://www.verpackung.org>

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