

INTRODUCTION

KEYNOTE SPEAKER

ILJA GRZESKOWITZ

Our next speaker has dedicated his life to a question that we all know too well: Why is change so hard, and how do we actually make it work? As a former executive at Karstadt and IKEA, bestselling author of 14 books published in 7 languages, and named by the press as "Germany's most successful change expert," he's on a mission to prove that change isn't a threat, but the biggest opportunity of our time.

He works with organizations across the globe to stop holding on to what business used to be yesterday and start shaping tomorrow. His clients include Accor, Bayer, BMW, Lufthansa, Marriott, Mercedes, PayPal, Swiss Airlines, Zalando, and of course (PLEASE INSERT YOUR OWN ORGANIZATION).

When he's not traveling the world speaking on stages, you'll find him on a golf course (usually looking for his ball), drinking far too much espresso, and supporting Hamburg SV, a football team that specializes in breaking hearts. Some habits die hard.

Today, expect a keynote that challenges conventions, sparks new thinking, and reminds us why change isn't just inevitable but an exciting adventure.

Ladies and Gentlemen, please welcome to the stage: ILJA GRZESKOWITZ (GRAESCH-KO-WITZ).

ILJA.