



HOCHSCHULE MACROMEDIA BERLIN | JANUARY 18.01.2017 | 6:30 PM (ENTRY FROM 6 PM)

BrandCamp '17: „Radical Change: Pathways to Future Success“

On **January 18**, Macromedia University Berlin invites to the fourth **BrandCamp '17** to explore the frontier of digital experience in a world of rapid change. **Nine key decision makers** from leading companies will fuel your innovative thinking through impactful stories on business opportunities for innovators in engaging **Eight-Minute Slam Presentations** modeled after TED Talks.

- **BrandCamp '17: „Radical Change – Pathways to Future Success“**
- January 18, 2017, from 6.30-10.00 pm
- Hochschule Macromedia, M33 Höfe | Mehringdamm 33 | 10961 Berlin
- Free entrance, please register: <http://www.hochschule-macromedia.de/brandcamp>

You're striving to rethink the future, not to recreate the past? In real life, ideation sessions rarely lead to a sudden illumination of a single perfect idea to solve complex problems. Neither is there a perfect formula for ideation. Still, successful innovators have traits in common: They are passionate about emerging technologies and digital experience to find simple, human-centered solutions for complex problems, embracing collaboration, connecting, curiosity and bravery at the same time. To learn even more about and from these disruptive minds, participate in our open-minded discussion or network with our community.

Experience creative keynotes by disruptive minds

Marko Thorhauer (Aperto/IBM), Holger Suffel (Mercedes-Benz Cars, Daimler), Christoph Roth (Mercedes-Benz, Daimler), Conradin Sonnenberg (jovoto.com), Joachim Stein (PechaKucha Nights Berlin), Prof. Dr. Alyosh Agarwal (Macromedia University Munich, Applaud GmbH), Eero Aalto (Heimat / TBWA Deutschland), Mike Betts (AKQA Berlin), Siim Teller (WIRE)

Hosts and Moderators

Prof. Dr. Brigitte Kleinselbeck (Brand Management and Advertising), Prof. Tanja Schmitt-Fumian (Vice Dean School of Creative Arts), Prof. Lars Grau (UX Experience Designer) and Pro. Thomas Stegman (Service Designer) will guide through the lively evening with two Slam Sessions, discussion with free beer, and networking.



Media Relations

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Speaker List



As Executive Director, **Marko Thorhauer** leads both, the creative and the content teams at Aperto, an IBM Company in Berlin. Together with a great bunch of 80+ designers, ideates & editors he develops next level digital experiences and service designs for clients like Volkswagen, Airbus Group, Siemens, Rossmann, the German Government and others.



Holger Suffel is Vice President Global Service & Parts Operations, Mercedes-Benz Cars, at Daimler AG in Stuttgart. He is responsible for Mercedes-Benz Global Logistics Center all over the world, After Sales Operations and Global Training for the brands Mercedes-Benz, Smart and FUSO. He received a diploma in Business Engineering at University of Applied Sciences for Technique Esslingen. As engineer is passed several stations within the Daimler company from presales, marketing to services, all with global responsibility. From 2003 he headed Aftersales at EvoBus. In 2006 he was named Managing Director Marketing, Sales & Aftersales in the buses business section of Daimler.



Christoph Roth is Senior Management and as Head of Global Aftersales Training, Mercedes-Benz, Daimler AG, responsible for a unique network of appr. 150 training offices in 120 countries with the focus on knowledge transformation. He has a strong background in business innovation and knowledge management. In 2015, the Mercedes-Benz Global Training App won the Automotive Brand Contest „Digital“. Roth graduated in Aerospace Engineering at University Stuttgart and Georgia Institute of Technology, before he started his career at Daimler AG, where he headed Digital Sales & Mobile Services, Sales Training and Technical Training Commercial Vehicles.



Conradin Sonnenberg is Director Creative Strategy at jovoto.com, an open innovation platform which launches creative contests for national and international brands and is reaching out to a community of over 80'000 creatives worldwide. Suisse-born Sonnenberg won various awards in design and literature before he graduated in Architecture in Zurich and Berlin. After gaining experience as journalist for e.g. Neue Zürcher Zeitung and Bauwelt, he worked at Publicis Berlin as Copy Writer, Conceptor and Creative Director until 2010. He accomplished a Master in Leadership in Digital Communication at University of Arts Berlin and Hochschule St. Gallen.



Prof. Dr. Alyosh Agarwal teaches Media Management with focus on business transformation at Macromedia University. In the 1990's he co-founded Innosoft GmbH in Munich, Finansys Inc. in New York and FJA AG, for developing CRM and enterprise solutions for financial services. FJA completed an IPO in 2002. From 2006 to 2011, he worked for financial service companies and start-ups in New York, California and Colorado. In 2012, he founded Applaud GmbH in Munich for mobile, enterprise and social media projects in the automotive industry, including IT-projects at Audi AG, Tenneco Inc. (worldwide) and Nexus Automotive (Switzerland, global). He is also a Big Data consultant at Huawei Technologies European Research Institute.



Eero Aalto is Head of Business Transformation at creative agency Heimat Berlin, TBWA Worldwide. As consultant he is in charge of developing and implementing innovative and modern processes, products and technologies as well as customized solutions for all, clients, his agency and TBWA Germany. Before, he had worked at TBWA Digital Arts Network Singapore, where he was heading the digital business. During his career he worked for clients such as Singapore Airlines, Airbnb, Mastercard and Nissan. Eero Aalto was born in Finland where he started his career with his own digital agency.



Joachim Stein is intellectual Conversation Artist, organizing Pecha Kucha Nights in Berlin since more than 10 years. He studied at École Nationale de Beaux Arts de Dijon, France, and at Kongsthogskola Valand, Göteborgs Universitet, Sveden. In the 1990's, he already published his own Online Magazine before developing web applications and heading developer teams at Jovoto, Mybet/Jaxx, Wetribe and Gate5 AG among others. In this field prognostic technologies as Machine Learning and Artificial Intelligence have become major topics in the last years, hence a reason, to present thoughts on these trends from the point of view of a passionate digital.



Mike Betts is Head of Strategic Services at AKQA Berlin. Mike works with emerging technologies to redefine the way businesses work and engage with their customers. He has experience in the fashion, automotive and telecommunications sectors amongst many others - not just in digital innovation - but in design, corporate identity and marketing. He has presented case-studies about sustainable fashion in London and Copenhagen, including to the UK Government working group on sustainable textiles.



Siim Teller is the Head of Marketing at WIRE, a privacy focused, end-to-end encrypted messaging platform. He drives all Wire's global marketing efforts, PR and community activities. Siim gravitates towards radical change – he was at Skype early on to change the telecom business, and later helped launch GrabCAD that changed the way mechanical engineers collaborate.