

Timetable

	Main Stage	Deep Dive Sessions	Deep Dive Sessions	Deep Dive Sessions	Deep Dive Sessions	Deep Dive Sessions	Startup Stage	Networking
09:00	Welcome Rainer Berak							Cocktail Party
09:10								Networking Lounge via Wonder
09:20								
09:30								
09:40								
09:50		How to get hired – Everything you want to know about recruiting Mirela Stefan, Szilvia Óvári, Andrea Althaus	Putting Outcomes into Practice – How to move beyond features and velocity Tim Herbig			The Corona Catalyst: Building a Marketing Strategy during Crisis Martin Bach, Pia Frey	Boosting offline marketing by operationalizing machine learning Alexandra, Jonas, Moritz Trutschel	
10:00	Backstage with Nina Levchuk		The Future of Vue.js: Composition and other patterns in Vue 3 Eduardo, Michael			Cracking the „German Mittelstand“: How to tackle Germany's most rewarding customer group Uwe Horstmann, Hubert Deutsch		
10:10		Building tomorrow's commercial leaders – Project A's Sales Development Graduate Programme Marie-Theres Klügfel, Nusha Shahmoradi, Marius Kühmann						
10:20	Backstage with Hubert Deutsch		Why I love to be a Business Angel Hansi Hansmann			Brandformance. Full Funnel Force. Cornelis Stettner, Anastasia Albert	What digital businesses should know & do about Customer Experience Harald Fanderl, Oliver Ehrlich	
10:30								
10:40	Backstage with Eduardo San Martin Morote	Your life, your job, your career. 5 criteria to pick your next job Rainer Berak	The path of the brave – How startups and agencies finally come together Jonas Bailly, Simon Walter			Tech driven performance marketing: a look at the next frontier Jean de Bressy		Intro
10:50								MyStay
11:00	Backstage with Hansi Hansmann		Winning the attention and hearts of the young audience: How to build a mass market brand Tarek Müller			A fireside chat about GAIA-X – A Federated Data Infrastructure for Europe Oliver Maus, Stephan Schulze	Grow stronger, grow together – How to build a scalable future Nadja D'arcy	publishdrive
11:10		How to be an Investment Manager Molly Barrett, Mira Cramer, Sharanya Eswaran						Seers
11:20	Backstage with Jonas Bailly						Go for Growth – How to set up your Sales team for success Manuela Mohr-Zydek, Karin Fusco	SqIn
11:30								District Tech
11:40	Backstage with Peter Backenecker	Light at the end of the Tunnel – Why it all starts with the full Customer Lifecycle in mind Loana Junge	IPO mythbusting Peter Fricke			Scaling Product Management Fausto Maglia, Tamer El-Hawari	The future of marketing ROI for your (digital) business Thomas Bauer, Oliver Gediehn	
11:50								
12:00	Backstage with Tarek Müller	The mobility industry – a analysis of events, trends & business outlook Caroline Hjelm, Andreas Wild	Defining the strategic foundation to emerge from start-up to grown-up Nina Jetter, Cristina Koehn (KRV)			Modern data stacks Martin Loetzsch		Intro, Program Overview
12:10								Best of PAS involvement
12:20	Backstage with Peter Fricke	Scale a sustainable tech organisation in a hypergrowth phase Dirk Daumann, Stephan Schulze	Designing the future of digital payments: Why the pace of change is accelerating Peter Backenecker, Florian Heinemann	How to generate competitive advantages by insourcing key marketing functions Erik Siekmann, Philipp Werner	Two M&As and a JV in less than a year – learnings from ramping up a Product organisation Alis Yasuchytskaya, Benjamin Chino	Rethinking HR in times of Covid19 Elise Müller		Presentation: 42matters
12:30								Presentation: Cross Engage
12:40	Backstage with Jean de Bressy					Negotiating with impact: How to achieve sustainable & profitable outcomes Rene A. Pfromm	How AI is influencing us Sebastian Kielmann	Presentation: Quno Medical
12:50								IM Session: Real Estate
13:00	Backstage with Ben Fischer and Thies Sander	The Project A Product School Tamer El-Hawari, Dennis Krüger, Oleksandra Braznikova	M&A as part of a startup's growth strategy Charlotte Nikahts, David Nothacker, Stephan Tingler, Julia Flaig	How Venture Capital can help to bring people back together (fsavethenight) Florian Heinemann, Christoph Goeken	Technology disrupts the world. How to invest in tech in financial markets Dr. Philipp Gisdakis, AJ Ziegler	Using data to manage marketplace balance at scale Romane Persch		Presentation: Hometown
13:10								Presentation: AxonIQ
13:20	Backstage with Erik Siekmann			From zero to hero: A marketing sophistication framework Philipp Werner, Florian Heinemann		Enable growth through data orchestration Zoltan Kincses, Mathias Frank		Presentation: Evernest
13:30								Fireside Chat: Fundamental
13:40	Backstage with Oscar Jazdowski	Mindful Leadership Thomas Bleyer	ESG, Impact Investing and how it affects VC-backed Companies Fabian Eukus, Joel El-Qalqili					Program Recap (8am East Coast)
13:50								Coming to Europe: General Catalyst
14:00	Backstage with Philipp Werner and Florian Heinemann	Demystifying the Marketing Flywheel Markus Wuebben	Reaching your business goals with SEA Automation Jean-Luc Sabrine, Michaela Tada	How to build a platform brand Nina Reike, Simon Walter	My journey to and within McKinsey Oliver Gediehn, Markus Hedrich	The Five Pillars – How to Implement Salesforce in a grown and complex organization Raul Porojan, Theo Tortorici		Presentation: Klara
14:10								Presentation: Dixx
14:20	Backstage with Nina Reicke	Virtual conferencing on the rise – use for Marketing, Sales, and Networking Xiaoyin Qu, Martin Bach	Google Trends for startups and investors Björn Müller	What does it take to make companies and events (like this one) diverse? Carolin Desirée Toepfer, Rainer Berak	How to translate strategy into actions in marketing Krisztina Orosz, Thuy Ngan Trinh			Presentation: Catawiki
14:30								Coming to Europe: Q&A Session with Lightspeed Venture Partners
14:40	Backstage with Markus Wuebben		Winning international customers through the power of digital marketing Nina Levchuk, Magdalena Maksan	Do beta politics! Why we need to support political entrepreneurs. Caroline Weimann, Philipp Husemann	How user clusters helped us to finally understand our customers James Arch			IM Session: Open Source
14:50								Presentation: Casavo
15:00	Backstage with Xiaoyin Qu	FinTech around the world Jade Lu, Michaela Brady, Dan Caputo, Christian Hoppe, Anne Gauthier	Cyber Security Carolin Desirée Toepfer	Forget everything you know – How sales actually works Benjamin Dennehy	Health Apps (DIGA) – how do they fit in the German healthcare system? (MED Talks) Nina Jetter, Dr. med. Monika Gratzke, Dr. Elena Heber, Dr. Ulf Maywald	CTO Round Table (invite only) Stephan Schulze		Presentation: Anyline
15:10								Presentation: Laserhub
15:20	Backstage with Caroline Weimann and Philipp Husemann			Challenges of Hypergrowth: Scaling a Data Team in 365 days Selim Nowicki, Hannes Felsberg				Presentation: Micropsi
15:30								Presentation: Azowo
15:40	Backstage with Benjamin Ullrich	How mindfulness helps to increase employees' performance? Alena Stock	Managing International Product Organizations Tamer El-Hawari, Peder Stahle		Eye to Eye(ota) – Increasing the Company's Awareness through Personal Branding Kristina Prokop, Simon Walter			Presentation: Pactum
15:50								Angel Investor Intro
16:00	Backstage with Daniel Schneider	CMO Round Table (invite only) Philipp Werner	The Science of Scaling: When, Where, and How? Mark Roberge, Raul Porojan	Ballmer Peak: A Live Experiment Tobias Rosenstock, Jacopo Melloni, Zoltan Kincses, Michael Lande Blau	What startups can learn from corporations Andreas Greilhuber, Miriam Wohlfahrt, Rainer Berak	Strange Cases in European Venture Capital: Real World Lessons from SMP Attorneys Dr. Frederik Gärtner, Jonas Huth		Fireside Chat: Bessemer Venture Partners
16:10								
16:20	Backstage with Pip Klückner					Creative Technology – With A Twist Laurent Rime		Fireside Chat: Trade Republic
16:30								
16:40	Backstage with Mark Roberge		The ugly truth about Venture Capital Uwe Horstmann					Presentation: Liquid
16:50								
17:00	Backstage with McKinsey	The hard thing about the stealth mode: How to recruit a tech team with no product Andrea Althaus, Luisa Haxel	State of the German Internet Philipp Westermeyer	Doppelgänger TechTalk Live-Podcast Recording (DE only) Pip Klückner, Philipp Gloeckler	Sales Maturity Levels: How to assess where your organization is at Christoph Rösler, Simon Lorenz, Christoph Roessner, Felix Engelhardt, Felix Marzian	The self-taught CTO Jules Coleman, Uwe Horstmann		Presentation: Carl Finance
17:10								Fireside Chat: Sennder
17:20	Backstage with Romanus Otte	Write it down! Using documentation to share knowledge and enable developers Merlin Carter				PM vs PM – Product Management and Project Management in agile companies Tamer El-Hawari, Moritz Trutschel, Daniel Schneider, Matthias Kannegeßer		Ted Talk – Misha Glenny: Cybersecurity is Made Out of People
17:30								
17:40	Backstage with Philipp Westermeyer	Harness the power of event-driven Systems without burning your hands (or budgets) Allard Buijze	From „Don't bother me with IT“ to «Hello World!» within 36 hours: How the dev-to-PMER initiative inspires women for tech Isabelle Ewald		From Buzzword to Best Nights: 3Jgermeister's approach of purpose in marketing Wolfgang Moeller	You are the cavalry – The 5 levels of startup security David Fuhr		Outro
17:50								
18:00	Closing Speech Rainer Berak							
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19:00								

- Brand
- HR
- Sales
- Data
- Investment
- Strategy
- Product
- Tech
- Talent Acquisition
- Marketing
- Leadership
- Networking
- Design
- Legal
- Other