

**Lecture** Thursday | June 6<sup>th</sup>, 2019 | 11:15 a.m. – 12:00 p.m.

**Dr. Holger Feist**  
*CSO at Messe München*



## ***Rethink the Matchmaking Strategy***

### **Lecture Title:**

**“Bits & Pretzels: It’s a Perfect Match for Startups!”**

### **Content of the lecture:**

Bits and Pretzels is all about perfect matches: Founders meet founders, founders meet investors, founders meet talents, founders meet research, founders meet corporates — and vice versa. In their conversation, Bernd and Holger highlight some of the success factors for good matchmaking among all participants and discuss the various formats Bits and Pretzels have developed to support it. From personal matchmakers for individuals to the famous Munich Oktoberfest morning on the very last day, the event is centered around founders for each and every minute.

### **CV of Dr. Holger Feist:**

Holger Feist is an entrepreneurial strategist with a strong economic background and a passion for digital transformation. He has comprehensive experience across industries (exhibition, media, mobile coms, software) and functions (general management, innovation, business development, M&A, controlling, marketing).

Since 2014, Holger is Chief Strategy Officer (CSO) of Messe München GmbH, and as such responsible for managing its shareholder interests in Bits & Pretzels. He is also Vice Chair of the Marketing Committee at UFI, the Global Association of the Exhibition Industry. Before entering the exhibition industry, Holger held various positions at Hubert Burda Media, including CEO of Burda Intermedia Publishing, and with McKinsey & Company.

Holger studied economics at the Ludwig-Maximilians-Universität in Munich, where he also obtained his doctoral degree, and was Visiting Lecturer at Princeton University.