

**Lecture** | June 7, 2019 | 10:15 – 11:00 a.m.

## Rosmarie Steininger

*Founder and CEO Chemistree GmbH*



### ***Best Practice: Learnings from Other Industries***

#### **Lecture Title:**

**“The power of personal chemistry – tapping potential by matching hard and soft facts.”**

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

Matchmaking cases from BMW rad°hub conference & community to Deutsche Bahn mentoring will illustrate the extraordinary value of algorithm-based matching that takes individual personality and preferences into account. Facing the challenges of large-scale networking, trade fair organizers will learn about Chemistree’s approach to engineering personal connections that ‘click’.

#### **CV of Rosmarie Steininger**

The biography of Rosmarie Steininger, Founder and CEO of CHEMISTREE, is all about the importance of finding the people and places that are just the ‘perfect fit’ in order to thrive: Stipendiary of the Studienstiftung des Deutschen Volkes herself, she started an astonishing career in IT at BMW and eventually joined Eberhard von Kuenheim Foundation as Deputy Managing Director, heading the integration process with BMW Foundation. The thing that struck her most during her time in the foundation was also her impulse to found CHEMISTREE: Meeting the right people in any relevant context in order to build connections that ‘click’. Having experienced the power of personal chemistry herself all along her career path, Rosmarie Steininger is now on a mission to help unearth potential for personal growth, organizational change and community spirit by matching just the very right people.

As a woman who has made it in tech, it comes pretty naturally that Rosmarie Steininger engages in initiatives that encourage woman to play a larger role in the industry. She is member of the *Frauenverbinden* network, speaker at conferences and just recently initiated the female.vision Community herself – inviting women to share and pursue together their vision of the rules and conditions that are crucial for them to thrive professionally.