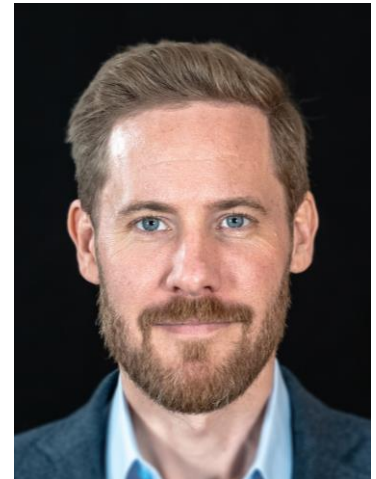


**Lecture** Friday | June 7<sup>th</sup>, 2019 | 09:30 a.m. – 10:15 a.m.

**Ulf Valentin**  
*Head of Strategy*



***Tried & Tested - Best Practice Examples***

**Lecture title:**

**„The future of matchmaking? Create room for digital innovations“**

**Content of the lecture:**

Matchmaking is a key component in every market economy. But market dynamics are changing fast through digitalization and platform models are rising. Market leaders can even be disrupted by players outside of a given industry. Using customer examples Ulf Valentin will demonstrate how this shift in market power is impacting market players and how companies may recalibrate in order to build a digital insurance against disruption and optimize their core business for a digital future.

**CV of TBD:**

Ulf Valentin is responsible for the further development and founding of innovation labs of German and international medium-sized companies (“Mittelstand”) at Convidera GmbH. Convidera is a global digital specialist based in Cologne and accompanies organizations on their way through the digital transformation.

Ulf Valentin's knowledge and vast experience in the field of digital transformation result from years of collaboration with leading minds and creators in product development and optimization of award-winning e-commerce business models, products and digital marketing activities. Until 2018, Ulf Valentin was responsible for product development and innovation at the HRS Group from the Innovation Hub. Prior to that, he built up the social media area, the internal content marketing agency and business development in order to advance the digitization of the HRS Group. He holds a diploma in media economics with a focus on media and management and has been a lecturer in IT and e-commerce in tourism at the International School of Management since 2017.