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## **Students Organize Large Startup Conference with Renowned Guests**

"The Power of Change" is the title of the startup conference organized by students from HHL Leipzig Graduate School of Management, which will welcome all interested parties free of charge. On April 29 and 30, 2021, experts, investors and founders will meet to discuss relevant topics of the future. The Accelerate@HHL Conference will be held in English and takes place online for the very first time.

The world is transforming more dynamically than ever, with new megatrends continuing to drive constant change. Where will these changes lead? How will they affect our lives? And how exactly can we prepare for them? The HHL students want to ask these and other questions, so they have invited many exciting speakers and debaters.

Christian Lindner, National Chairman of the Free Democrats and Chairman of the Free Democrats' parliamentary group in the German Federal Parliament, will kick off the 2021 Accelerate@HHL Conference with a keynote speech on "The Power of Change."

Sven Schmidt, Chief Marketing Officer at Maschinensucher.de, is best known in the digital scene for his appearances on the podcasts of OMR (Online Marketing Rockstars) and Deutsche Startups. After studying business administration in Leipzig and the USA, among other places, he started his career as a management consultant at McKinsey. Over the past 20 years, Schmidt has left his mark on the digital industry as the founder of the getgo.de ticketing platform, as a venture partner at Accel Partners and as managing partner of the development and investment company ICS. An expert in this field, Sven Schmidt will share his experience during a fireplace chat at the Accelerate@HHL Conference and discuss how to develop new digital business models that can survive in a rapidly changing world.

Jennifer Baum-Minkus is the founder of gitti conscious beauty, an innovative cosmetic brand that aims to make the world a better place. Baum-Minkus has managed to rethink something as mundane as nail polish — and in the process, reshape the world of cosmetics through the power of change. As a successful founder, Jennifer Baum-Minkus



stands for the empowerment of women and brings her years of experience as head of various "Women in Leadership" programs in large-scale companies such as Coca-Cola.

Christoph Behn, founder of die kartenmacherei, will speak about new ways in human resources policy and how the concept of shared leadership positions (dual leadership) has positively impacted his company.

#### The Accelerate@HHL Conference

The event, organized by HHL students, has been held for three years and represents the largest conference on entrepreneurship in Eastern Germany. International participants from universities, startups, venture capital firms and established companies come together at the event. Online discussions, lectures and other events provide the framework of the conference. One highlight is the digital career fair, which offers participants the opportunity to expand their network with valuable contacts.

Register for Accelerate@HHL

<https://accelerateconference.hhl.de/>

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#### HHL Leipzig Graduate School of Management

HHL stands out for its excellent teaching, its clear research focus, its effective knowledge transfer into practice as well as its outstanding student services. The 2020 edition of the renowned Global Masters in Management Ranking awarded top places to the education offered at HHL Leipzig Graduate School of Management both in Europe and worldwide (2nd place in Germany, 23rd place globally). HHL was the first private German business school to be accredited by AACSB (Association to Advance Collegiate Schools of Business) in 2004.

HHL Leipzig Graduate School of Management recently received an award for its optimum promotion of startups from Stifterverband for the fifth time in a row. For years, it has been HHL's core mission to create excellent framework conditions for founders in Germany and, particularly, at a regional level. In addition to a broad range of courses in the fields of startups, innovation and entrepreneurship, HHL also offers a vast number of open formats to promote entrepreneurial spirit in the city and the region.

Since the 1990s, more than 300 startups have been born out of HHL, creating more than 40,000 jobs. The ranks of successful companies founded with the help of HHL graduates include About You, trivago, Delivery Hero, IONIQ Group, Spreadshirt, Mister Spex,



betreut.de, futalis, die kartenmacherei, ELSTERKIND as well as SpinLab – The HHL Accelerator.

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