



# Sales Summit Day One

November 19th, 2025 SALES SUMMIT MAIN STAGE

**SALES SUMMIT  
MAIN STAGE**

**08:30 Welcome**

Our doors open at 08:30 - so you can start networking at the first coffee and secure the best seat

**SALES SUMMIT  
MAIN STAGE**

**09:15 Welcome**

Opening of the event with a warm welcome by the moderator.

*Host*



**Inken März**  
*Sales Summit  
Moderation*

**SALES SUMMIT  
MAIN STAGE**

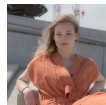
PRESENTATION

**09:30 Keynote**



**Anna Boss**  
*Too Good To Go*

*Host*



**Inken März**  
*Sales Summit  
Moderation*

**SALES SUMMIT  
MAIN STAGE**

**10:00 Coffee break**

Enjoy coffee and breakfast and establish new contacts with the attendees and exhibitors of the Service & Sales Summit.

**SALES SUMMIT  
MAIN STAGE**

PRESENTATION

**10:30 Keynote**

**SALES SUMMIT  
MAIN STAGE**

PANEL  
DISCUSSION

**11:00 Transformation in sales: unleashing the digital future**

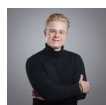
New tools, software solutions and processes in modern sales practice. What is the "state of the art" and what opportunities and changes will result from it?



**Lars Hamann**  
*Rotkäppchen-Mumm*



**Markus Seydaack**  
*EMUGE-FRANKEN*



**Julian Berzbach**  
*Ad Alliance*

**SALES SUMMIT  
MAIN STAGE**

 PANEL  
DISCUSSION

**11:45 Customer Centricity**

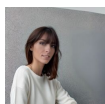
Building successful customer relationships and maintaining them in the long term is the goal of every sales department. How can companies create sustainable relationships, and what role can a focus on customer success and the implementation of sales excellence play in this?



**Volkmar Link**  
*DKV Mobility*



**André Buck**  
*The Berner Group*



**Lina Hakobyan**  
*Statista*

*Host*



**Katharina Messner**  
*Qinshift*

**SALES SUMMIT  
MAIN STAGE**

**12:30 Lunch break**

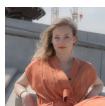
Enjoy the food while establish new contacts with attendees and exhibitors of the Service & Sales Summit.

**SALES SUMMIT  
MAIN STAGE**

**14:00 Sales Summit Startup Awards**

Here you will get to know innovative startups that present their smart and new solutions for digital innovations in sales. The best three will receive a Sales Summit Startup Award - you vote!

*Host*



**Inken März**  
*Sales Summit  
Moderation*

**SALES SUMMIT  
MAIN STAGE**

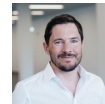
 PRESENTATION

**15:00 Key decisions of the CSO and their implementation in the sales organization**

Top management in sales today faces unprecedented challenges. Global, social and political changes are increasing planning uncertainty. At the same time, changes in customer behavior can be observed in many markets. An almost unmanageable number of new, rapidly developing technological opportunities are just around the corner, while long-standing top performers in sales are still achieving and exceeding their targets, in some cases with great success, using approaches that have been tried and tested over decades. But how can the sales organization be geared towards the future? The latest study by the Sales Management Department shows where important key decisions for the transformation of sales lie and how these can be effectively implemented in the organization.

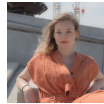


**Univ.-Prof. Dr. Jan Wieseke**  
*Sales Management  
Department | Ruhr-  
Universität Bochum*



**Univ.-Prof. Dr. Christian Schmitz**  
*Sales Management  
Department | Ruhr-  
Universität Bochum*

*Host*



**Inken März**  
*Sales Summit  
Moderation*

**SALES SUMMIT  
MAIN STAGE**

 PANEL

DISCUSSION

 KEINE ANGABE

**15:30 Fireside Chat**

*Host*



**Dr. Jens Hutzschenreuter**  
*Digital Business Group*

**SALES SUMMIT  
MAIN STAGE**

**16:00 Coffee break**

Enjoy some coffee and cake and establish new contacts with the attendees and exhibitors of the Service & Sales Summit.

**SALES SUMMIT  
MAIN STAGE**

 PANEL  
DISCUSSION

**16:45 Sales teams in transition: New horizons**

Sales teams are currently undergoing profound change, driven by technological innovations and economic change. As a result, collaboration in agile teams is becoming increasingly important in order to meet dynamic market requirements. What do today's team structures and working models look like and how can corporate goals be reconciled with the wishes of employees?



**Marco Altenhöfer**  
*GMH Gruppe*



**Franziska Bauske**  
*INSITE-Interventions*

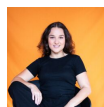


**Arne Schönfeld**  
*Bosch Service  
Solutions*



**Andreas Klassa**  
*PŸUR | Tele Columbus*

*Host*



**Ramona Brunner**  
*SHE APÉRO*

**SALES SUMMIT  
MAIN STAGE**

 PRESENTATION

**17:30 Keynote**



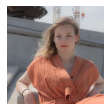
**Dr. Jens  
Hutzschenreuter**  
*Digital Business Group*

**SALES SUMMIT  
MAIN STAGE**

**18:00 Speaker Award Prizegiving**

The top three speakers from our Main Stage will be honored. You decide which speakers you found particularly inspiring, charismatic and innovative. Voting will take place using our app. Access is via your ticket code.

*Host*



**Inken März**  
*Sales Summit  
Moderation*

**SALES SUMMIT  
MAIN STAGE**

**18:15 Service & Sales Summit AFTERSHOW LOUNGE**  
Networking, drinks & music for all participants

**SALES SUMMIT  
MAIN STAGE**

**23:00 End of today's event**



# Sales Summit Day One

November 19th, 2025 ZUGSPITZE MASTERCLASSES

## ZUGSPITZE MASTERCLASSES

### 08:30 Welcome

Our doors open at 08:30 - so you can start networking at the first coffee and secure the best seat

## ZUGSPITZE MASTERCLASSES

### 10:30 Keynote

In preparation

 PRESENTATION

 SERVICE

## ZUGSPITZE MASTERCLASSES

### 11:00 Masterclass

In preparation

 PRESENTATION

 SALES

## ZUGSPITZE MASTERCLASSES

### 12:30 Lunch break

Enjoy the food while establish new contacts with attendees and exhibitors of the Service & Sales Summit.

## ZUGSPITZE MASTERCLASSES

### 14:00 Masterclass

In preparation

 PRESENTATION

 SALES

## ZUGSPITZE MASTERCLASSES

### 14:45 Masterclass

In preparation

 PRESENTATION

 SERVICE

## ZUGSPITZE MASTERCLASSES

### 15:00 Masterclass

In preparation

 PRESENTATION

 SERVICE

## ZUGSPITZE MASTERCLASSES

### 15:30 Coffee break

Enjoy some coffee and cake and establish new contacts with the attendees and exhibitors of the Service & Sales Summit.

## ZUGSPITZE MASTERCLASSES

### 16:15 Masterclass

in preparation

 PRESENTATION

 SERVICE

## ZUGSPITZE MASTERCLASSES

### 16:45 Masterclass

In preparation

 PRESENTATION

**ZUGSPITZE  
MASTERCLASSES**

**17:30 Speaker Award Prizegiving**

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**ZUGSPITZE  
MASTERCLASSES**

**18:15 Service & Sales Summit AFTERSHOW LOUNGE  
Networking, drinks & music for all participants**



# Sales Summit Day One

November 19th, 2025 MATTERHORN MASTERCLASSES

## MATTERHORN MASTERCLASSES

### 08:30 Welcome

Our doors open at 08:30 - so you can start networking at the first coffee and secure the best seat

## MATTERHORN MASTERCLASSES

### 11:00 Masterclass

In preparation

 PRESENTATION

 SERVICE

## MATTERHORN MASTERCLASSES

### 12:00 Masterclass

In preparation

 PRESENTATION

 SERVICE

## MATTERHORN MASTERCLASSES

### 12:30 Lunch break

Enjoy the food while making new contacts with visitors and exhibitors at the Service & Sales Summit.

## MATTERHORN MASTERCLASSES

### 14:30 Masterclass

In preparation

 PRESENTATION

 SERVICE

## MATTERHORN MASTERCLASSES

### 15:30 Coffee break

Enjoy coffee and cake and make new contacts with the visitors and exhibitors of the Service & Sales Summit.

## MATTERHORN MASTERCLASSES

### 16:15 Masterclass

In preparation

 PRESENTATION

 SERVICE

## MATTERHORN MASTERCLASSES

### 17:00 Masterclass

In preparation

 PRESENTATION

 SERVICE

## MATTERHORN MASTERCLASSES

### 17:30 Speaker Awards Prizegiving

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## MATTERHORN MASTERCLASSES

### 18:15 Service & Sales Summit AFTERSHOW LOUNGE Networking, drinks & music for all participants



# Sales Summit Day One

November 19th, 2025 SERVICE SUMMIT MAIN STAGE

**SERVICE  
SUMMIT MAIN  
STAGE**

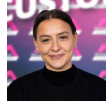
## 08:30 Welcome

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**SERVICE  
SUMMIT MAIN  
STAGE**

## 09:15 Welcome

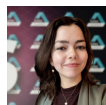
Event opening and welcome from organizers



**Dorina Mielke**  
*Trailblazer Summits*



**Nele Flach**  
*Trailblazer Summits*



**Selina Meyer**  
*Trailblazer Summits*



**Katharina Parade**  
*Trailblazer Summits*

**SERVICE  
SUMMIT MAIN  
STAGE**

PRESENTATION

## 09:30 Keynote



**Tim Tetens**  
*fritz-kola*

*Host*



**Nona Brodersen**  
*Service Summit  
Moderation*

**SERVICE  
SUMMIT MAIN  
STAGE**

## 10:00 Coffee break

Enjoy coffee and breakfast and make new contacts with the visitors and exhibitors of the Service & Sales Summit.

**SERVICE  
SUMMIT MAIN  
STAGE**

PRESENTATION

## 10:30 Keynote in preparation

*Host*



**Nona Brodersen**  
*Service Summit  
Moderation*



**SERVICE  
SUMMIT MAIN  
STAGE**  
PANEL  
DISCUSSION

## 11:00 Future Customer Service: Digital tools that make the difference

What really makes modern customer service fit for the future? In this expert panel, leading service professionals show which digital tools are setting the tone and how high-tech processes are redefining customer experiences.



**André Siebert**  
*Lufthansa Technik*



**Jessica Hermanns**  
*SIGNAL IDUNA*



**Paul van Doorne**  
*E.ON*

Host



**Anika Tannebaum**  
*GROW! PREMIUM  
Customer Service &  
Leadership Consulting*

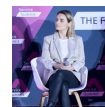
**SERVICE  
SUMMIT MAIN  
STAGE**  
PANEL  
DISCUSSION

## 11:45 Next-level leadership in customer service: inspiring teams, improving customer experiences

Which management strategies are particularly effective in customer service? How can managers motivate their teams while ensuring excellent service and how can digitalisation help?



**Katharina Götze Zur  
Megede**  
*Pluxee Deutschland*



**Sylwia Bischof**  
*Zattoo*

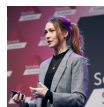


**Antonius Michielsen**  
*Thermondo*



**Sven Opitz**  
*AIRBUS*

Host



**Sarah Rojewski**

**SERVICE  
SUMMIT MAIN  
STAGE**

## 12:30 Lunch break

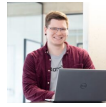
Enjoy the food while making new contacts with visitors and exhibitors at the Service & Sales Summit.

**SERVICE  
SUMMIT MAIN  
STAGE**

 PRESENTATION

**14:00 Service Summit Startup Awards**

You will see innovative startups presenting their clever new solutions in the service business. The best three will receive a Service Summit Startup Award – you decide!



**Jan Schilling**  
*targenio*

*Host*



**Nona Brodersen**  
*Service Summit  
Moderation*

**SERVICE  
SUMMIT MAIN  
STAGE**

 PRESENTATION

**15:00 Keynote in preparation**



**Timo Sievers**  
*freenet*

*Host*



**Nona Brodersen**  
*Service Summit  
Moderation*

**SERVICE  
SUMMIT MAIN  
STAGE**

 PANEL

DISCUSSION

**15:30 Understanding the customer: How do we recognise what the customer really wants? How much autonomy do customers want?**

What really drives customers? In a world full of data and new technologies, it's all about making real needs visible. How can the right balance be found between automated solutions and human interaction?



**Dario Maslic**  
*OTTO DÖRNER*



**Dr. Saramena  
Meier-Sauthoff**  
*energity*



**Barbara Ruhm-  
Cornelius**  
*Debeka*



**Thorve Råker**  
*Artivion*

*Host*



**Johanna Ahrens**  
*Cisco*

**SERVICE  
SUMMIT MAIN  
STAGE**

**16:15 Coffee break**

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**SERVICE  
SUMMIT MAIN  
STAGE**  
PANEL  
DISCUSSION

## 16:45 Next-gen customer service: AI and voice AI rethought

How are AI and voice AI transforming customer interaction? With innovative approaches for fast, customised solutions, they are redefining the service experience - but what challenges need to be overcome? A look at the technologies that are shaping the customer service of the future.



**Sandra Schütt**  
*ImmoScout24*



**Anna Jucikas**  
*MILES*



**Patrick Reh**  
*ADAC*

*Host*



**Felix Wrobel**  
*Ergo Group*

**SERVICE  
SUMMIT MAIN  
STAGE**  
PRESENTATION

## 17:30 Keynote in preparation

*Host*



**Nona Brodersen**  
*Service Summit  
Moderation*

**SERVICE  
SUMMIT MAIN  
STAGE**

## 18:00 Speaker Awards Prizegiving

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**Nona Brodersen**  
*Service Summit  
Moderation*

**SERVICE  
SUMMIT MAIN  
STAGE**

## 18:15 Service & Sales Summit AFTERSHOW LOUNGE Networking, drinks & music for all participants