

Top Managers and Business Leaders at the WHU Campus for Corporate Transformation 2021

Ensuring your organization can meet current challenges, be fit for the future, and draw on the expertise of some of Europe's best and most experienced corporate leaders - this is the opportunity being offered by the WHU Campus for Corporate Transformation 2021. Renowned C-suite executives and supervisory board members will share best practice examples from their own corporate management experiences.

Bernadette Wagener
Spokesperson

Campus Vallendar,
Burgpl. 2
56179 Vallendar, Germany

Campus Düsseldorf,
Erkrather Str. 224a
40233 Düsseldorf,
Germany

Tel. +49 261 6509-540

presse@whu.edu
www.whu.edu

02. September 2021

Düsseldorf/Vallendar. In the 21st century, companies in all industries face many challenges: How to deliver shareholder returns while creating social and environmental value? How to compete for talent? What geopolitical upheavals and regulations will come? And how can a company's supply chain be secured in times of a pandemic? So that you will not have to face these and numerous other challenges alone, some of the most successful business leaders in Europe, including **Dr. Martin Brudermüller**, Chairman of the Board of Executive Directors of BASF SE, **Martina Merz**, CEO, Thyssenkrupp AG and **Dr. Hannes Ametsreiter**, CEO, Vodafone Germany will be sharing their insights at the WHU Campus for Corporate Transformation 2021 (WHU CCT).

The conference takes place on the 23rd of September and is titled "[Leading Corporate Transformation in a Post-Covid World](#)". With an innovative conference format, it promises a lively exchange at eye level, deep insights, practice-oriented approaches to solutions and the opportunity to further expand your professional network. In addition to exciting presentations, real-life transformational case studies and networking sessions, two workshops on sustainability will also be on offer in the run-up to the conference under the title "Corporate Transformation: Navigating Sustainability". Led by WHU professors and event organizers, Martin Glaum and Serden Ozcan, this workshop format offers the opportunity for an exchange of experiences with senior managers from **Henkel**, **E.On Enerjisa Üretim** and **Aberdeen Standard Investments**.

Insights into various aspects of successful corporate transformation are also on offer from C-suite managers and business leaders in the monthly podcast series "[Leading Corporate Transformation, The WHU Podcast powered by PwC](#)". Among others, Matthias Hartmann

(Techem Energy Services), Dr. Lars Grünert (Trumpf) and Prof. Dr. Hanns-Peter Knaebel (Röchling Gruppe) speak candidly about their corporate transformation experiences.

WHU Campus for Corporate Transformation 2021

"Corporate Transformation - Navigating Sustainability"

22 September 2021, 14:15 – 17:45, WHU Campus Düsseldorf

"Leading Corporate Transformation in a Post-Covid World"

23 September 2021, 9:00 – 17:30, WHU Campus Düsseldorf

More information about the event and registration at: <https://corporate-transformation.net/de/cct-events/event-2021/>

Those attending in person must be either vaccinated or recovered.

Event Organizers:

Prof. Dr. Serden Ozcan, WHU Chair of Innovation and Corporate Transformation

Prof. Dr. Martin Glaum, WHU Chair of International Accounting

WHU – Otto Beisheim School of Management:

WHU - Otto Beisheim School of Management is an internationally oriented, privately financed business school with university status, located in Vallendar and Düsseldorf. At WHU, more than 50 faculty members research and teach in the fields of management, finance and accounting, economics, entrepreneurship and innovation, marketing and sales, and supply chain management. WHU's high level of research competence is the result of a focus on three fundamental research principles: quality, internationality, and relevance for teaching and practice.

WHU's strategy is based on four core values: excellence, entrepreneurship, strong cohesion, and a cosmopolitan culture. An atmosphere characterized by openness, curiosity, diversity, and equal opportunities is of utmost importance to WHU.

Further information is available at <https://www.whu.edu/>