

CAMPUS FOR CORPORATE TRANSFORMATION

The Premier Forum for
C-Suite Insight and Exchange

New Perspectives. Hard Questions. Deep Impact.

The Conference at a Glance

Since 2018, the WHU Campus for Corporate Transformation (CCT) has served as a trusted platform for senior leaders across Europe. Bringing together around 90 board members and C-level executives from around the world, and featuring keynote speakers from the top leadership of some of the world's most influential companies, the event cultivates an exclusive, high-level forum for meaningful dialogue - not just presentations.

Founded and hosted by Prof. Dr. Serden Özcan at WHU Campus Düsseldorf, the conference brings together some of the most influential voices in corporate leadership to explore the most urgent transformation challenges of our time.

Key Topics We Explore



**Business Model
Transformation**



**Portfolio
Restructuring**



**Cultural Change &
Leadership**



**Sustainable
Business Practices**



**Artificial Intelligence &
Emerging Technologies**



**Geopolitical & Regulatory
Disruption**



**Leading in Times of
Uncertainty**

Why It Matters

In times of volatility and disruption, transformation is no longer optional — it's a leadership imperative. CCT helps participants gain clarity, challenge assumptions, and return to their organizations with new perspectives that drive real impact.

What to Expect

- A one-day conference at WHU Campus Düsseldorf
- Up to 10 international speakers in 5 sessions
- A global cohort of 80–100 senior decision-makers in the audience
- Deep discussions and direct interaction with speakers
- A confidential and exclusive environment designed for candid, off-the-record exchange



[CORPORATE-TRANSFORMATION.NET](https://corporate-transformation.net)

Previous Speakers Include



Cenk Alper
Chief Executive Officer
Sabanci Group



Dr. Hannes Ametsreiter
Chief Executive Officer
Vodafone Germany



Prof. Kai Andrejewski
Chief Financial Officer
Sixt SE



Sabine Bendiek
Chairwoman Of The
Management Board
Microsoft Germany



Dr. Martin Brudermüller
Chairman Of The Board Of The
Executive Directors
BASF SE



Rolf Buch
Chief Executive Officer
Vonovia



Christopher Delbrück
Chief Financial Officer
Uniper



Dr. Julian Deutz
Chief Financial Officer
Axel Springer SE



Dr. Martin Enderle
Chairman Of The
Supervisory Board
Delivery Hero SE



Lars Förberg
Co-Founder & Managing Partner
CEVIAN Capital



Dr. Steffen Greubel
Chief Executive Officer
Metro AG



Dr. Lars Grünert
Chief Financial Officer
TRUMPF SE+Co. KG



Matthias Hartmann
Chairman Of The
Supervisory Board
Techem GmbH



Dr. Christoph Heusgen
Outgoing Chair
Munich Security Conference



Friedrich Jousen
Chief Executive Officer
TUI Group



Petra Justenhoven
Chief Executive Officer
PwC Europe



Philipp Justus
Vice President Central Europe
Google



Pamela Knapp
Member Of The Supervisory Board
Signify NV & Saint-Gobain SA &
Lanxess AG



Carsten Knobel
Chief Executive Officer
Henkel AG & Co. KGaA



Dr. Christian Kohlpaintner
Chief Executive Officer
Brenntag SE



Olaf Koch
Chairman Of The
Supervisory Board
METRO AG



Melanie Kreis
Chief Financial Officer
Deutsche Post DHL Group



Christian Ladurner
Chief Executive Officer
Hensoldt AG



Alexander von Maillot
Chief Executive Officer
Nestlé Germany



Dr. Michael Müller
Chief Financial Officer
RWE AG



Sreedhar N.
Chief Financial Officer
Saint-Gobain S.A.



Wolfgang Nickl
Chief Financial Officer
Bayer AG



Daniel Pindur
Co-Head
CVC DACH and Israel



Eric Rondolat
Chief Financial Officer
Signify NV



Kasper Rorsted
Chief Executive Officer
Adidas AG



Veronika F. Rost
General Manager
Philip Morris Germany



Dr. Yorck Schmidt
Chief Financial Officer
Lenze SE



Jan Philipp Schmitz
Head Of Ardian Germany And Asia
Ardian



Dr. Rob Smith
Chief Executive Officer
Kion Group AG



Dr. Karsten Wildberger
Chief Executive Officer
Media Markt Saturn
Retail Group



Harald Wilhelm
Chief Financial Officer
Mercedes-Benz Group



Focus Topics Over the Years

2018
Digital Transformation:
Perspectives from the Top

2019
Agility and Growth in
Volatile Times

2021
Leading Corporate
Transformation

2022
Succeeding in Turbulent
Times

2024
Growth and Resilience in a
Shifting World Order

2025
Reinventing Corporations
for Tomorrow

Founder & Host

Prof Özcan is an expert in corporate transformation, strategy, and private equity.



Prof. Dr. Serden Özcan
Chair of Innovation and Corporate
Transformation

WHU – Otto Beisheim School of
Management

Advisory Board

Our Advisory Board ensures that each year's agenda reflects both the complexity and urgency of today's corporate transformation landscape.



Annette Heuser
Member of the Board &
Chairwoman of the Board

Beisheim Foundation Germany &
Association of German
Foundations



Prof. Dr. Simon Thelen
Member of the Supervisory Board &
Vice Chairman of the Family Board

Merck Group & E. Merck KG



Gori von Hirschhausen
European Finance
Transformation Leader

PwC



Ihsan Erbil Bayçöl
Chief Executive
Officer

Enerjisa Uretim



Mike Zöller
Senior Partner &
Member of the Board

FTI-Andersch





Contact & Organization

For speaker inquiries or partnership opportunities,
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