



EVA WIMMERS

MANAGEMENT, INNOVATION, IT / TECHNOLOGY

As a leader and top executive of world-renowned and industry-leading global firms, Eva Wimmers has a strong track record of driving effective change within large international businesses. Wimmers has a global reputation for transforming businesses, enhancing performance, building relationships, encouraging innovation, stimulating growth and creating value.

As CEO of ISS Germany Eva Wimmers leads the company innovatively, sustainably and digitally through the technological and humanitarian challenges of our time. Wimmers has over 20 years of experience, with brands like Huawei, Honor, T-Systems, BUYIN and T-Mobile. Eva Wimmers worked with startups for more than 15 years. Within her own investment company Geistesblizz she acts as business angel and holds various board seats."

- LEADERSHIP
- MANAGEMENT
- MARKETING
- DIGITALISATION
- INNOVATION
- CREATIVITY
- LEADERS
- GENERATION Y/Z
- START-UP CULTURES
- TRANSFORMATION
- TEAM BUILDING

LECTURES

"Learn to unlearn: Brand building and selling to millennials and generation Z"

- Brand building and marketing that works with millennials and generation Z
- Why it's important to have young thoughts, skills and spirit in your company?
- Purpose is essential for the younger generation. Why it is important that firms have a sustainability story?
- Tips for working with for millennials and generation Z

"Creativity is the new currency"

- Why creativity is the new currency in business
- How to steer your company on a creative course and keep it on track
- How companies define and drive innovation and how partnerships with start-ups can help
- Ways to improve collaboration between large cooperations, SMEs and start-ups for value enhancement

LECTURES

"Digital innovation retail & e-commerce – the future of shopping"

- Digital innovations in retail and e-commerce trends
- The new purchasing power: millennials, how they shop and how to appeal to them
- Why the AIDA model is dead
- How to omnichannel
- Using new technologies for a better customer experience

"Virtual leadership & working from home – the new normal"

- In a crisis, clear leadership and strategic communication are shown to be more important than ever
- COVID-19 – A digital big bang
- Which tools help? – How to organize your meeting structure. Tips and tricks
- The role of HR– Human Resources as bridge builder

INFORMATION

Fees: on request

Travel costs from/to: Bonn (D)

Languages:  

- Individual content customisation possible
- Can also be booked as a webinar

FORMATS

- Lecture
- Interview
- Seminar
- Consulting
- Talk/discussion
- Moderation
- (One-to-one) Coaching
- Online/Web based



ADVICE / CONSULTANCY

Millennials and generation Z - how to make your brand fit for them

- Brand building and marketing that works with millennials and Generation Z

Collaboration between start-ups and companies

- Start-ups as an innovation potential – collaboration between large companies, SMEs and start-ups for rapid value enhancement

Virtual leadership

- Virtual leadership & working from home – the new normal – why good leadership is especially important in times of crisis

E-commerce

- Developing online shops, traffic, marketing, social media marketing, supply chain management, contracts

SPECIAL TOPICS

Business-angel

With her investment company Geistesblizz, Eva Wimmers offers premium matchmaking for start-ups, SMEs and corporates. Her investment focus is directed to young companies from the mobile, software, hardware, consumer and e-commerce industries.

Supervisory board mandates

Eva Wimmers has extensive supervisory board experience, among others at T-Systems International, BUYIN, Deutsche Telekom AG and Orange (France Telecom). She is open for further mandates.

Networks

All business is people business. On the basis of this principle, Eva Wimmers has been active in selected business networks for many years.

FACTS, FIGURES AND DATA

- 24 years' experience in the telco/IT/tech and consumer electronics industry
- 20 years' international management experience (USA, Europe, Eastern Europe)
- 15 years spent working with start-ups – coaching boards and matchmaking
- Member of various supervisory boards
- A strong reputation in transforming business models, developing new businesses, driving growth and innovation, both in industrial and consumer markets

REFERENCES

Product Design Award

Awarded by EISA for the Best Product of 2017 for Huawei Honor

Award for Excellence

Won an award for Sustainable Supplier Development in 2016 with Deutsche Telekom AG

Best Global Purchasing Organisation

Awarded as part of a 2006 McKinsey study

Microsoft Marketing Award

Winner of the Microsoft Marketing Award (worldwide) in 2005

CONTACT: PREMIUM LEADERS MANAGEMENT



Alexander Schungl, CEO & Founder

Premium Leaders Management
by Premium Leaders Club
Mobile: +49 (0)179 45 16 375
management@premium-leaders.club

MEDIA

