

**United Nations World Food Programme &  
Opresnik and Friends**  
present  
**Kotler Impact Certificate Webinar**  
**Thursday, 25<sup>th</sup> February 2021, 4:00 – 6:35 PM CET**

**“Success Strategies for Entrepreneurs and Enterprises”**  
**Moderated by: Johanna Helbing**

CET Time	Topic	Contributor	Role
4:00 – 4:05	Welcome	 Prof. Dr. Marc Opresnik	CRO Kotler Impact
4:05 – 4:15	Music	 Olivia Frances	Singer and Songwriter from Nashville
4:15 – 4:35	Innovation at WFP	 Bernhard Kowatsch	Head of UN WFP Innovation Accelerator
4:35 – 4:55	The 10-Strategic Success Factors	 Prof. Dr. Marc Opresnik	CRO Kotler Impact
4:55 – 5:15	NO is short for Next Opportunity	 Martin Limbeck	President Limbeck Group
5:15 – 5:35	Covid-19 - Financing the Pandemic's Economic Fallout	 Prof. Dr. Leef Dierks	Professor for International Capital Markets
5:35 – 5:55	Sensemaking in Negotiations	 Prof. Dr. Christian Scheiner	Professor of Entrepreneurship
5:55 – 6:15	Innovation Culture at Google	 Frank Stecher	Performance Lead Agency at Google
6:15 – 6:35	Socialpreneurship	 Sadia Kibria	CFO Kotler Impact
6:35	Outlook	 Prof. Dr. Marc Opresnik	CRO Kotler Impact

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# Topics & Bios

## 1. Olivia Frances

### CV Abstract



When Olivia Frances walks on stage, her infectious energy and powerful stage presence captures a room. Orchid, her latest bouquet of songs and stories, was described by the Worcester Telegram & Gazette as “irrepressibly sweet — and eminently likable.” Blending nature-inspired lyrics with ethereal vocals and organic guitar picking, Frances’s unique “sunshine-story-pop” sound is a flowery mix of Colbie Caillat’s catchy acoustic melodies, Joni Mitchell’s unique vocal arrangements, and Florence and the Machine’s energetic, emotive performance. She was recognized as Nashville’s Top 60 artists to watch in 2021 by Tuned Up. Learn more about Olivia Frances at [www.oliviafrancesmusic.com](http://www.oliviafrancesmusic.com).

## 2. Bernhard Kowatsch

### CV Abstract



Bernhard Kowatsch is the Head of the Innovation Accelerator at the United Nations World Food Programme (WFP). WFP is the 2020 Nobel Peace Prize Laureate. The WFP Innovation Accelerator was named by Fast Company as Best Workplace for Innovators and Innovative Team of the Year 2020 for its work in identifying, nurturing and scaling disruptive startups and innovations to end global hunger. In 2020, innovations supported by the Accelerator positively impacted the lives of 3.7 million people directly and many more indirectly across the globe. Most recently, the Accelerator also runs programmes for external partners such as the Bill & Melinda Gates Foundation in primary healthcare, Humanitarian Grand Challenge and others.

### Executive Summary

Bernhard will talk about how a global start-up accelerator can operate and provide examples of exciting scaling start-ups disrupting global hunger.

## 3. Prof. Dr. Marc Oliver Opresnik

### CV Abstract



Marc Opresnik is a Distinguished Professor of Marketing at the Technical University of Luebeck and a Member of the Board of Directors at SGMI Management Institut St. Gallen. In addition, he is Chief Research Officer at Kotler Impact Inc. and global co-author of marketing legend Philip Kotler. With his many years of international experience, he is one of the world’s most renowned experts in marketing and negotiation management. Learn more at [www.opresnik-management-consulting.com](http://www.opresnik-management-consulting.com).

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## Executive Summary

Marc is going to elaborate about 10 Strategic Success Factors for Sustainable Growth and will show what enterprises have to do in order to win in a world of relentless change and innovation.

## 4. Martin Limbeck

### CV Abstract



Martin Limbeck is the owner of the Limbeck® Group and one of Europe's leading experts on sales and sales leadership. The blended learning expert and four-time bestselling author has made it his mission, together with his team, to help companies get to the heart of their sales. The Limbeck® Group's Mantra: Sales – the skill that shapes the future. Instead of prepared standard measures, Martin Limbeck and his experts focus on individual sales consulting and tailor-made concepts based on it. As a child from a working-class family, it is clear to Limbeck that honest, hard work pays off - and paves the way to market success. Learn more at [www.limbeckgroup.com](http://www.limbeckgroup.com).

### Executive Summary

Salespeople can learn and train the right techniques for conducting conversations, dealing with objections and closing deals. But it is above all the right attitude to selling that makes the difference between top sellers and average salesmen. In order to achieve top performance and build long-term customer relationships, clear values such as humanity, honesty and fairness are required. Turning defeats into opportunities, opportunities into successes, and always remaining human: Martin Limbeck knows how to do it and shares his experience in this keynote. The mantra that has made him one of the most successful sales experts in the German-speaking world: A "no" is no reason to give up. Because "NO is short for Next Opportunity!

## 5. Prof. Dr. Leef Dierks

### CV Abstract



After more than a decade in investment banking (fixed income strategy for the euro area) at Barclays Capital in Frankfurt and Morgan Stanley in London, Leef Dierks was appointed Professor for Finance and International Capital Markets at Lübeck University of Applied Sciences, nowadays focussing on all issues related to monetary policy and behavioural economics.

### Executive Summary

In his role as Professor for Finance and International Capital Markets at Lübeck University of Applied Sciences Leef and his team have looked into the economic burden and the welfare losses related to the Covid-19 pandemic. He kindly agreed to share his most recent numbers with us today and to provide an outlook on how to governments could potentially finance the billions which they have spent so far. The only thing certain about his number, unfortunately, is that it is going to be rather pricey.

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## 6. Prof. Dr. Cristian Scheiner

### CV Abstract



Christian W. Scheiner is Professor for Entrepreneurship, Director of the Institute for Entrepreneurship and Business Development and Head of the Start-up Consultancy at the Universität zu Lübeck, Germany. He holds also a second membership as professor at the Christian-Albrechts-Universität zu Kiel, Germany. He is an expert on Entrepreneurship and Innovation and consults business leaders as well as organizations on topics such as sensemaking, culture design, or negotiation.

### Executive Summary

Christian will focus in his talk on the intersection of sensemaking and negotiation. Sensemaking describes the ability to literally make sense of unknown situations by replacing the unknown with profound knowledge. It also empowers people to share their gained insights and knowledge with others. In negotiations, sensemaking plays a key role to achieve successful outcomes and to create win-win-situations for all parties involved. Christian will give valuable insights into sensemaking and will share tips for applying this knowledge in (difficult) negotiations.

## 7. Frank Stecher

### CV Abstract



Frank has been working for more than 13 years in Digital Marketing. He started his career in an e-commerce company and moved over to the agency side for 7 years. 4 years ago, the dream working for Google came true and now Frank is managing Google's biggest agencies in Germany.

### Executive Summary

Huge success and big failure are part of the Google story. Innovation at Google is deeply rooted in the culture and DNA of the company. Frank is going to elaborate on the four foundations of innovation at Google!

## 8. Sadia Kibria

### CV Abstract



Sadia Kibria is CEO of Kotler Impact & WMS Group and global keynote speaker creating a social impact by speaking on Socialpreneurship (sustainable development + business), personal branding & women empowerment. Based in Toronto, Canada, Sadia has experience speaking to local & global audiences using various multimedia tools.

### Executive Summary

Recognized by Asia Pacific Times as one of the best global marketing minds, she uniquely speaks about her proprietary concept of 'Socialpreneurship,' a practically

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implementable concept beyond the triple bottom line and mere Corporate Social Responsibility.

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