

TUESDAY
21 APRIL 2015
PROGRAM

FAILING

AS OPPORTUNITY:

TOWARDS A NEW TRANSATLANTIC RISK AND REWARD CULTURE

Moderator of the day: Jim Clancy, former Chief Anchor, CNN

12:00 Registration / Light Lunch

13:00 Welcome Remarks

Thomas Matussek, Managing Director, Alfred Herrhausen Society

Opening Remarks

John Kornblum, Chairman, John F. Kennedy Atlantic Forum

13:10 THE AMERICAN WAY TO INNOVATE – ENTREPRENEURS DON'T FAIL, ENTERPRISES DO

John B. Emerson, U.S. Ambassador to Germany

13:30 ARE WE LOOKING AT THE RIGHT PROBLEM?

Stephan Schambach, Founder & Chairman, Demandware

13:50 RISK CULTURE

Gerd Gigerenzer, Professor of Psychology and Director of Harding Institute for Risk-Competence, Max Planck Institute for Human Development

14:20 MANAGING RISK AND SUSTAINABILITY

Discussion:

Matthew Bothner, Professor of Strategy and Deutsche Telekom Chair in Leadership and Human Resources Development, ESMT

Michael Keppel, Founder & CEO, KK Keppel & Kompagnon Keppel

Sylvia Klein, Founder & CEO, Paij

Manfred Moldaschl, Professor, Chair for Socio-Economics and Entrepreneurial Responsibility, Zeppelin University

Benjamin Rohé, Managing Director, GTEC

Moderated by: Jim Clancy

15:00 Q & A

15:30 Coffee Break

16:00 POLITICS – A NO FAIL BUSINESS?

Peer Steinbrück, Member of the Bundestag

16:20 Q & A

16:30 MANAGING ENTREPRENEURIAL SUCCESS – PERSPECTIVES ACROSS THE ATLANTIC

Input:

Andrew Berke, Mayor of Chattanooga, Tennessee

Discussion:

Travis Truett, Co-Founder & CEO, Ambition

Garret P. Whitmore, Founder & Managing Director, Foundation Point

Anna Rose, CEO & Co-Founder, Videopath

Christoph Keese, Executive Vice President, Axel Springer

Moderated by: Jim Clancy

17:30 Q & A

18:00 End of Conference

Drinks and Snacks

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“The very first company I started failed with a great bang. The second one failed a little bit less, but still failed. The third one, you know, proper failed, but it was kind of okay. I recovered quickly. Number four almost didn't fail. It still didn't really feel great, but it did okay. Number five was PayPal.”

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Max Levchin, former CTO of PayPal
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Venue:

Atrium of Deutsche Bank

Unter den Linden 13-15

(Please enter via Charlottenstraße 37-38)

10117 Berlin

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