



# TEDxHHL

x = independently organized TED event

THE PARADIGM

SHIFT

2019

@ WERK 2 LEIPZIG

6/25

PROGRAM

& INFORMATION



# FOREWORD

Hello TEDx-Enthusiasts  
from all over the world,

We warmly welcome you today to TEDxHHL here at WERK 2 in Leipzig. The organizing team of the event, consisting of students from HHL – Leipzig Graduate School of Management, is very excited about the upcoming afternoon and hopes that holds also true for you! We are looking forward to an **inspiring and enriching experience while meeting interesting people** with different and diverse backgrounds.

Resonating with the rapid and fundamental undergoing changes in our modern society, **this year's topic is »The Paradigm Shift«**. We will hear original and disruptive ideas from our diverse potpourri of speakers. Take the chance to enjoy their talks and let their thoughts impact your

understanding about and behavior in areas, where fundamental assumptions and views shift or are replaced by others. Most importantly, **take the chance to network with the speakers, corporate partners and students after the event** to further elaborate on the inspiring topics presented today.

This year's event is **the fifth TEDx at HHL** and the organizing team has undergone a long journey which was especially a valuable life experience. Today we also want to highlight all the supporters of TEDxHHL that made this fifth edition possible. Especially, we **thank our patron, Prof. Dr. Alexander Lahmann, who always strongly supported and encouraged us**, today's inspiring speakers who will present their thoughts, our corporate partners as enablers of this event and, of course, all participants who are filling this event with life and create an unforgettable experience.

**We hope you enjoy TEDxHHL 2019!**

*Best regards,  
Your TEDxHHL curator team*





# AGENDA THE PROGRAM

## DOORS OPEN

12\_30PM Registration & Snacks

## SESSION #1

1\_15PM TO 3\_00PM

Intro & Welcome Host: Dirk Brückner  
Johannes Meier »Beyond Neoliberalism – When an Orthodoxy Hits its Expiration Date«  
Farina Schurzfeld »How a Panda taught me Reality«  
Stefan Jenzowsky »Will Artificial Intelligence-based self-driving disrupt the Automotive Industry?«  
First Music Act

## NETWORK BREAK

3\_00PM TO 3\_30PM

## SESSION #2

3\_30PM TO 5\_00PM

Jivka Ovtcharova »Expansion of Reality – VR and Beyond«  
Ziad Mahayni »Innovation in the era of Digitization«  
Laura Gehlhaar »How to become an ally to disable people«  
Second Music Act

## COFFEE BREAK

5\_00PM TO 5\_30PM

## SESSION #3

5\_30PM TO 7\_30PM

Lucía González Schuett »The Paradigm Shift in Consumption Behavior«  
Peter Horneffer »How to Fix Global Physician Shortage: Change How Medicine is Taught«  
Yasha Young »The shift of contemporary art«  
Patrick Esume »The Paradigm Shift from the view of an American Football Coach«  
TEDxHHL Team Closing

## DINNER & GET TOGETHER

7\_30PM Enjoy the evening with us.

*\*Please note that times may vary.*

# THE VENUE WERK 2 – HALLE A

TEDxHHL 2019 will be held in the Halle A of »Werk 2 - Kulturfabrik Leipzig e.V.« The Werk 2 is one of the leading event venues in the typical Leipzig industrial style. It has the perfect flair for a TEDx event and a cosy and cool get together afterwards.

SCHEDULE + VENUE

# TEDX HHL 2019 MENU

## ALL DAY FREE DRINKS AT THE BAR

Water (still & sparkling)  
Fritz-Kola, Fritz Limonaden, Mate  
Coffee & Tea

## COFFEE BREAK

Blueberry Muffins, Chocolate Muffins, Apple & Plum Streusel Cake

## DINNER

Chicken strips  
with champignons served with rice

Macaroni  
with herb cream

Soy goulash (piquant)  
served with vegetable couscous and fresh herbs



**Beer is served at the bar during dinner – for free.**

It is possible to order other drinks at the bar besides the above mentioned, but these have to be purchased individually.



SCHEDULE + MENU





**JIVKA OVTCHAROVA**  
KIT KARLSRUHE

## EXPANSION OF REALITY – VR AND BEYOND

► Jivka Ovtcharova is Full Professor and **Head of the Institute of Information Management in Engineering (IMI) at Karlsruhe Institute of Technology (KIT)** since 2003.

She is also Director for Process and Data Management in Engineering / Intelligent Systems and Production Engineering at the Karlsruhe Research Center for Information Technology (FZI). Prof. Ovtcharova holds PhDs in mechanical engineering and in computer science. In September 2014 **she founded the »Industry 4.0 Collaboration Lab«** together with industrial partners and FZI.



**ZIAD MAHAYNI**  
CONSULTANT  
& PHILOSOPHER

## INNOVATION IN THE ERA OF DIGITIZATION

► Ziad grew up in Germany and the middle east. He has **studied at Harvard University, Université de Bordeaux and the Technical University of Darmstadt** leading to a PhD in philosophy and a master's degree in chemistry.

He is a partner at the **strategic management consultancy 3con, start-up coach and keynote speaker**. As a management expert he is a driver of innovation and digitization. As a philosopher he analyses their implications on society and the human being. He has lectured at various universities among others at the master course FutureDesign at Coburg University.



**LAURA GEHLHAAR**  
AUTHOR & COACH

## HOW TO BECOME AN **ALLY** TO DISABLE PEOPLE

► Born in Düsseldorf, Ms. Gehlhaar went to the Netherlands to pursue studies of social work and psychology, before moving to Berlin, following her heart and a job at a psychiatric ward.

She works both as a coach and author. Besides writing **about life both in the city and in the wheelchair**, she consults companies and speaks publicly about inclusion and accessibility. Her first book »Kann man da noch was machen?« was published in 2016.

## THE SHIFT OF CONTEMPORARY ART

► Yasha Young is the concept creator and executive creative director of URBAN NATION, **Berlin's first museum of urban contemporary art and a unique artistic project on a global scale**. She is deeply involved in the international art scene as a curator, innovator, project developer, art carrier and high-profile collection manager.

Her current work with URBAN NATION is the extension of her unique and global network of artists, collectors and entrepreneurs Yasha Young **created and founded the two internationally renowned exhibition and art projects** Project M/ and ONE WALL as well as the progressive international artistes idency program for urban contemporary artists Fresh A.I.R.



**YASHA YOUNG**  
URBAN NATION





PETER HORNEFFER  
MEDICAL EDUCATION

## HOW TO FIX GLOBAL PHYSICIAN SHORTAGE: CHANGE HOW MEDICINE IS TAUGHT

► Dr Horneffer has been working to advance medical education as a passion for many years. After attending Yale as an undergraduate and Johns Hopkins for medical school and residency, he **practiced medicine as a cardiac surgeon in Maryland, USA**. In mid-career, he was asked to help bring medical education to the underserved in the Pacific area. He accepted the **position as Dean of a medical school, based in Western Samoa**, which he led to be the first accredited in the world to

use an entirely online-delivered didactic curriculum and educate students simultaneously on multiple continents. Today he is **helping evolve medical education models and serves as Executive Dean for a small Jamaican school (AAIMS)** to help improve its teaching and train physicians for an underserved part of Jamaica. At Lecturio, he serves as Director of Medical Education, helping shape its innovative offering which includes supporting development initiatives in Africa and Afghanistan.



JOHANNES MEIER  
UNICEF

## BEYOND NEOLIBERALISM – WHEN AN ORTHODOXY HITS ITS EXPIRATION DATE

► Johannes Meier is a private scholar, educator and systems architect. He holds a M.S. in Computer Science and a Ph.D. in Communication and Information Sciences. Johannes sits on the supervisory boards of **Xing SE, Hamburg, Cliqz GmbH, Munich, Meridian Foundation, Essen, Mercator Foundation, Essen, and Unicef, Germany**. He has been lecturing regularly on leadership in the MBA program of HHL, Leipzig. From 2011 until 2017 he was the CEO of the European Climate Foundation which is focused on policies that miti-

gate climate change and drive the transition to a low-carbon economy. Prior to joining the European Climate Foundation he was a partner at McKinsey & Co., CEO of GE CompuNet Computer AG, and managing board member of the Bertelsmann Foundation. In 2009 he **founded a software start-up and developed a collaboration platform for the German Public Employment Agency, the Labor Market Monitor**, which won the 2011 e-government award for most innovative e-government solution in Germany.



## THE PARADIGM SHIFT IN CONSUMPTION BEHAVIOR

► Lucia Gonzalez Schuett was born in Barcelona but moved to a tiny rural community in southern Spain while she was still a child: her father had made an abrupt career change to **follow the family's farming tradition**, and they were all of a sudden harvesting cork and managing cattle on horseback. She believes that growing up in a small town had a tremendous influence on her, and that being so close to nature helped her develop the balanced and healthy lifestyle she so much trea-

sures today. Lucia graduated in Translation and Interpretation in Madrid. After working in different areas related to communication (EU institutions, financial services, education), she radically altered her career path **joining a Spanish multinational fast-fashion company in Germany**. She recently graduated with an MBA from HEC Paris and is pursuing new opportunities in a field very close to her heart: Sustainability.



LUCIA GONZALEZ SCHUETT  
HEC PARIS

## HOW A PANDA TAUGHT ME REALITY

► Growth strategist Farina Schurzfeld is current Co-founder of Selfapy, **an online therapy platform for mental health disorders**. Previously, she was part of Groupon Australia's founding team, general manager of Airtasker (Sydney and London) and **co-founder of one of Australia's largest co-working spaces in Sydney** TSL (hosting more than 400 startups).

Coaching founders, she is also **mentor for the Grace accelerator program**. She holds a Master of Arts in International Business and has recently been awarded as top 30 under 30 from Forbes magazine.



FARINA SCHURZFELD  
SELFAPY







**PATRICK ESUME**  
NFL-COACH

## THE PARADIGM SHIFT FROM THE VIEW OF AN AMERICAN FOOTBALL COACH

► Patrick »Coach« Esume is Germany's **leading expert in American Football**. Several times, he won the German Bowl, the Euro Bowl and the World Bowl as player as well as trainer. He held different positions as trainer of the Oakland Raiders and the Cleveland Browns, which makes him **the first and still only German coach in the NFL**.

With »Team France« he won the World Games in 2017 and the European Championships in 2018. Moreover, Patrick is TV-expert and commentator for »ran FOOTBALL« and his book »Believe the Hype« was **at the top of the SPIEGEL bestseller-list**. Beyond inspiring people as a speaker and motivational coach, he also is active in several charity campaigns, e.g. in cooperation with the SOS Kinderdorf or an initiative against cybermobbing.



**STEFAN JENZOWSKY**  
2BAHEAD VENTURES

## WILL ARTIFICIAL INTELLIGENCE-BASED SELF-DRIVING DISRUPT THE AUTOMOTIVE INDUSTRY?

► Stefan Jenzowsky is an **expert on digital disruption and innovation**. Stefan is Managing Director of 2bAHEAD Ventures, a company builder that builds up strategic start-up companies from ground up for larger organizations.

At 2bAhead Ventures, Stefan takes care of seed investments in digital start-up companies. Stefan has **Co-Founded the Berlin-based Start-Up Kopernikus Automotive**. Kopernikus is a Start-Up that aims to drive today's serial production cars by Artificial Intelligence.

## YOUR HOST

► As a professional trainer & coach he loves to support individuals and teams to access their full potential. His passion is the improvement of communication skills in businesses. Empowering people to create and maintain an appreciative communicational work environment of acceptance and acknowledgement drives him. Working his personal way towards sustainability, he recently

founded the fastworld.community - **a visionary initiative to feed the world**. He believes in change & the mindful power of people. Presenting, organizing, and participating in speaker competitions and events are some of his passions.



**DIRK BRÜCKNER**  
HOST



# 5IVE YEARS TEDxHHL



## VISUAL MEDIA PHOTOGRAPHY GRAPHIC DESIGN



Since the first event Daniel Reiche creates the TEDxHHL graphics and takes the photos during the event

»In photography it is not the technology, but rather the right moment that is decisive«

Daniel Reiche's day job is working as a graphic designer and he was able to regularly train his **visual sense and feeling for aesthetic** thanks to working to produce hundreds of newspapers and magazine issues.

The photographs at the TEDx event he will upload on his Flickr-Account immediately during the show:  
[flickr.com/photos/danielreiche/albums](https://www.flickr.com/photos/danielreiche/albums)

[danielreiche.de](https://danielreiche.de)

photo:  
TedxHHL 2017

Scan QR-Code  
for directly  
access to the  
Flickr-Account





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## IMPRESSUM

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## PHOTOS

Unless otherwise indicated, the photos were provided directly  
by the individual speakers & artists.

## LAYOUT / ARTWORK

Daniel Reiche | Visuelle Medien Leipzig  
[danielreiche.de](http://danielreiche.de)





**ABOUT**  
**TEDx**

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks videos and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

**TED.COM**

