

mmk

**PROGRAM**

**MMK FRIEDRICHSHAFEN**

# Engineering *Excellence*

**MAY 6, 2026**  
**Zeppelin University**

 **ZEPPELIN**<sup>®</sup>  
WE CREATE SOLUTIONS



# PROGRAM

## STAGE

- 08:30 Welcome**  
Dr. Ricarda Engelmeier, MMK  
Franziska Deecke, MMK
- 08:35 Reset & Focus Breathing**  
Peter van Woerkum, regulate
- 08:50 Opening Note**  
Prof. Dr. Anja Achtziger, ZU
- 09:00 Engineering Excellence – Turnaround Journeys**  
Matthias Benz, Zeppelin  
Mathias Miedreich, ZF Group  
Dr. Michael Güntner, Autobahn GmbH  
**M** Prof. Dr. Horst Wildemann, TCW, TUM
- 10:00 Democracy and the Power of Ecosystems**  
Dr. Anna Herrhausen, Phineo  
Simon Blümcke, Mayor Friedrichshafen  
**M** Prof. Dr. Christian Adam, ZU
- 10:30 AI – Driver of Innovation & Turnaround**  
Dr. Jens von Lackum, Aesculap  
Dr. Marc Wawerla, ZEISS Group  
Anke Kleinschmit  
**M** Prof. Dr. Matthias Weiß, ZU
- 11:10 When Robots move in – from Factory Floor to daily Life**  
Emily Kate Genatowski, AI Researcher & Historian
- 11:25 Transition Booster - when Startups accelerate the Shift**  
Etienne Fieg, lytra  
Linus Holzmann, HML Capital  
Jan Krüger, BEO  
**M** Katja Ruhnke, CK Venture Capital
- 12:00 Piece by Piece – building Innovation that lasts**  
Susanne Knoche, Ravensburger
- 12:15 Excellence & Leadership**  
Julia Merkel, Supervisory Board Member  
David Döbele, pumpkincareers  
**M** Franziska Deecke, MMK
- 12:45 Why Industrial Capability is becoming strategic again**  
Dr. Wolfram Seidemann,  
G+D Currency Technology  
**M** Prof. Dr. Horst Wildemann, TCW, TUM

**13:00 Lunch Break**

**13:50 Breathworking**

Peter van Woerkum, regulate

**14:00 Innovation Spillover: When Mobility, Power Systems and Security converge**

Jumana Al-Sibai, Supervisory Board Member  
Nico Neumann, Deutsche Aircraft  
Dr. Petar Pelemis, Rolls-Royce  
M Prof. Dr. Simon Koschut, ZU

**14:40 I can – You can – State can**

Zarah Bruhn, socialbee

**15:10 – 15:50**

**MMK ACADEMY**

**I Meet the CEO**

Matthias Benz, Zeppelin

**II Scenario Strategy: Navigating Uncertainty with hybrid Foresight**

David Wurster, Fraunhofer ISI  
Marlene Kuhn, Fraunhofer ISI

**III Breaking into top Careers: what it really takes**

David Döbele, pumpkincareers

**IV Future of Robotics – from Factory floor to daily helpers**

Emily Kate Genatowski,  
AI Researcher & Historian

**V AI Blackbelt – Leveraging the full Value of AI in your Organization**

Sebastian Junker, TCW  
Benedikt Blümelhuber, TCW

**REGISTER ONLINE OR DROP BY!**

**ZEPPELIN TAKEOFF**

**16:00 Departure to Zeppelin Hangar**

MMK Bus or private transportation  
Messestrasse 134

**16:20 Arrival, Drinks and Networking**

**16:30 The Legacy**

Eckhard Breuer,  
Zeppelin Luftschifftechnik

**16:40 Closing Note**

Dr. Ricarda Engelmeier, MMK  
Franziska Deecke, MMK

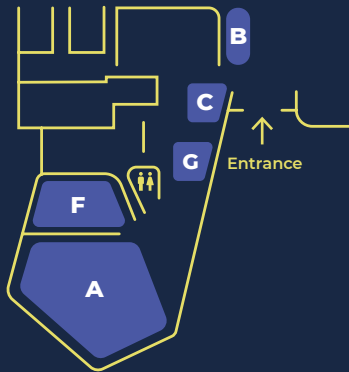
**17:00 Zeppelin Takeoff**

# THANKS TO OUR PARTNERS

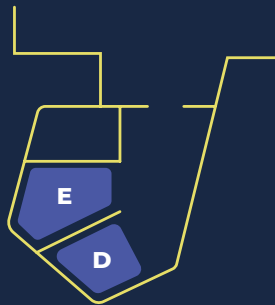


## MMK VENUE PLAN

GROUND FLOOR



SECOND FLOOR



- A** Stage + Academy V
- B** Speakers Corner
- C** Check-In & Info
- D** Academy I
- E** Academy II
- F** Academy III
- G** Academy IV

## SAVE THE DATE

MMK HEILBRONN: November 24<sup>th</sup>, 2026

MMK MUNICH: March 9 – 10<sup>th</sup>, 2027



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