



German target market webinar

"The story of digital transformation in the Otto Group, one of the e-commerce flagships in Germany"

When: Tuesday, 8th of September 2020 at 16.00-17.00

Where: Microsoft Teams

From a small shoe retailer in Hamburg to an internationally operating retailer: In 2020 the **Otto Group** cannot just look back on a successful last financial year but on a unique history. How has the Group developed to achieve 8.1 billion EUR pure e-commerce revenue in 2019/20? What role does innovation play? And how do we focus on our mission statement "Together we push the limits", even in times of Corona?

The topics are discussed by:

Thilo Bendler, Vice President | Knowledge Management | Otto Group

Henning Mielkau, Senior Project Manager | Digital Excellence | Otto Group

Dr. Jil Wortelker, Consultant | Knowledge Management | Otto Group

In our webinar you will get an overview of the Otto Group's path towards e-commerce and learn about innovation management and collaboration activities in the Group. Besides the talks, we are equally looking forward to answering your general questions on the Otto Group.

Webinar is facilitated by [Tiina Kivikas](#), **EAS** Export Adviser in Germany

Program

16.00 Welcome and opening words, **EAS** Export Advisers in Germany, **Tiina Kivikas**

16.05 Otto Group: From Catalog to E-Commerce – A Transformation Journey, **Thilo Bendler**, Vice President, Knowledge Management, **Otto Group**

16.25 Innovations in the Otto Group, **Henning Mielkau**, Senior Project Manager, Digital Excellence, **Otto Group**

16.50 Corona, Collaboration, Communities – 5 Takeaways in times of COVID-19, **Dr. Jil Wortelker**, Consultant, Knowledge Management, **Otto Group**

Thilo Bendler

Vice President | Knowledge Management | Otto Group

Thilo heads the Knowledge Management Department of the Otto Group, being responsible to organize the exchange of knowhow within the Otto Group, using technical means, organizing face to face exchanges and doing one to one consulting. He has worked in the Otto Group since 1987, in market

research, strategy, as marketing VP of the mother company Otto, spending 4 years in Asia setting up mail order companies and since 2005 as a corporate VP in his current role. He studied social sciences and economics at the University of Goettingen.

Henning Mielkau

Senior Project Manager | Digital Excellence | Otto Group

Starting in the Otto Group's central innovation management in 2013, Henning continuously screened, evaluated and piloted innovative technologies for eCommerce such as computer generated imagery (CGI), artificial intelligence or virtual reality. Today, he manages the internally developed customer care chatbot and engages in consulting projects across the eCom value chain. Before joining the Otto Group, Henning studied management at the Technical University of Munich and worked as a product manager in an eCommerce startup.

Dr. Jil Wortelker

Consultant | Knowledge Management | Otto Group

Jil joined the Otto Group's Knowledge Management Department in September 2019. She is currently working on digital ways of knowledge transfer and best practice sharing, international exchange within the Otto Group, as well as organizational development. She studied political science and economics and earned her PhD from Hamburg University in the field of media economics.

Registration: webinar is free of charge but registration on our [webpage](#) is needed before webinar.

Webinar will be held in English

Additional information about German market:

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