Lobster

Data Hero Summit 2025

Main Agenda | 01

⊙ Main Stage

⊡ Keynote   ✎ Claudia Bechstein, Tim Srock   ⊕ ENG, DE

09.15 - 09.25

Welcome to the Lobster Data Hero Summit
Welcome to the Lobster Data Hero Summit – the only people-centric data conference with real-world solutions to concrete industry challenges. Join Claudia and Tim as they set the stage for an inspiring day of insights, innovation, and meaningful connection.

⊙ Main Stage

⊡ Keynote   ✎ Anu Bradford   ⊕ ENG, DE

09.25 - 10.00

Remaking the Global Economic Order: How to Navigate the Storm?
In today's interconnected world, businesses are facing unprecedented geopolitical upheaval. We have entered a new era of deglobalisation where ongoing trade and technology barriers are restructuring the global economic order. We are seeing a decoupling of the digital economy, the Transatlantic alliance is fracturing, and global supply chains are coming apart at the seams. Governments are retreating into protectionism and techno-nationalism as concerns over national security and self-sufficiency replace their commitment to global cooperation and economic openness. In her keynote, Anu Bradford will help make sense of these developments, giving governments and companies tools to navigate the challenges ahead.

⊙ Main Stage

⊡ Panel   ✎ Annahita Esmailzadeh, Anu Bradford, Dr. Nicola Kimm   ⊕ ENG, DE

10.00 - 10.45

Connecting the Dots: The Impact of Global Trends on Organisations
Geopolitical shifts, digital transformation, and sustainability challenges are reshaping the environment in which organisations operate. This expert panel provides a comprehensive analysis of the political, economic, and societal forces influencing decision-making today. Key topics include the role of AI, evolving regulations, supply chain resilience, and the increasing importance of connectivity and data integration.

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10.45 - 11.15

Coffee Break
Time to grab a coffee, connect with fellow attendees, and recharge for the next round of discussions and discoveries.
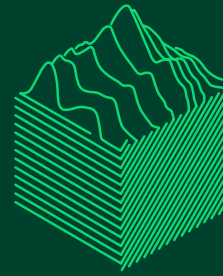
Main Agenda | 02

⊙ Main Stage

☐ Keynote ✎ Tim Srock, Jethro Borsje, Patrick Ryan ⊕ ENG, DE

11.15
-
12.45

Empowering Connectivity:
Overcoming Data Challenges With the Lobster Data World
In an era of economic, societal, and political uncertainty, companies face mounting pressure to stay agile and competitive. Many struggle with inefficient collaboration, a lack of actionable insights, and increasing compliance demands – all of which hinder growth and innovation.

In this keynote, Tim will break down the real-world challenges companies are facing today and reveal how Lobster is helping companies leverage AI in the only way it truly delivers value – powered by clean, connected, and context-rich data.

Because AI is only as powerful as the data foundation on which it is built – Intelligence can only become scalable, collaborative, and transformative if fragmented data is brought into a unified data context.

Using the company's latest innovations, Tim will demonstrate how Lobster is delivering just that: an adaptive, intelligent ecosystem that not only overcomes integration hurdles to harness quality data but empowers companies to turn once-siloed data into concrete decisions, faster processes, and smarter collaboration.

This is not about chasing the next tech trend. It's about building a supply chain that works from the ground up – powered by the right data and the right intelligence at the right time.

12.45
-
13.45

Lunch Break: Refuel & Connect
Time to grab lunch, connect with fellow attendees, and recharge for the next round of insights and innovations.

⊙ 4 Panels @ Main Stage ⊕ ENG, DE

☐ **See Deep Dive Agenda:** Retail, Manufacturing, Logistics and Intelligence Stage

13.45
-
16.30

Breakout Sessions & Networking: Explore, Connect, Engage
While the main stage takes a break, the event continues across four parallel breakout stages, offering deep dives into key topics. The exhibition area will remain open, offering the opportunity to connect with our Partners, attend prescheduled 1-on-1 sessions with data experts, and discover the Lobster Data World.
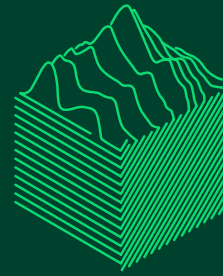
Main Agenda | 03

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⌖ Main Stage

🖥 Keynote   ✎ Cathy O'Dowd   ⊕ ENG, DE

16.30
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17.00

Reaching New Heights: Leadership Insights From the Top of the World
Standing in the ruins of the worst storm in Everest history, how do you regroup, refocus and restart the climb against all odds?

Scaling the world's highest peak demands more than just physical strength – it requires teamwork, resilience, and decisive leadership under extreme pressure. Cathy O'Dowd, the first woman to summit Mount Everest from both its north and south sides, shares powerful lessons from her groundbreaking expeditions. Drawing parallels between high-altitude mountaineering and the challenges organisations face, she provides unique insights into collaboration, navigating uncertainty, and pushing past limits to achieve ambitious goals.

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⌖ Main Stage

🖥 Panel   ✎ Jim Hagemann Snabe, Dr. Thomas Enders   ⊕ ENG, DE

17.00
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17.30

The Boardroom View: Strategic Priorities for a Connected and Complex World
From shifting geopolitical alliances to the pressures of digital transformation and sustainable operations – in a world defined by complexity, leadership must be anchored in clarity. In this closing session, DAX veterans Dr. Thomas Enders and Jim Hagemann Snabe reflect on the key economic, political, and techno-logical forces set to shape global business in the years ahead. Drawing on their extensive board and executive experience, they explore how companies can ret-hink globalisation, supply chain design, integration, and risk management. What priorities should boards and executive teams be setting now to remain competi-tive and resilient? Gain rare insights into how top-level decision-makers navigate transformation at scale.
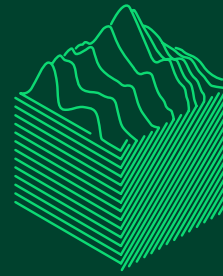
Main Agenda | 04

⊙ Main Stage

▱ Keynote   🎤 Claudia Bechstein, Tim Srock

17.30
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17.40
Wrapping up: Building Stronger Connections for a Better Future
As the Data Hero Summit draws to a close, we reflect on a day defined by shared ideas, meaningful connections, and the power of collective action. This closing speech highlights the importance of community in solving today's toughest challenges.
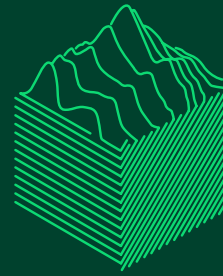
17.40
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21.00
Evening Exchange: Conversations and Connections
Wrap up an inspiring day with relaxed networking, tasty snacks, and refreshing drinks. Join fellow guests, speakers, and Partners for informal conversations and new connections in a laid-back atmosphere – because some of the best ideas happen after hours.

Next Pages:
Deep Dive Agenda.

Deep Dive Agenda | Retail

⊙ Retail Stage

🖥 Customer Spotlight   ✏ Frank Glienke   ⊕ DE

**13.45
-
14.15**

Advancing Track & Trace in a Global Supply Chain
In this session, Frank Glienke, Senior Corporate Logistics Manager at Lindt & Sprüngli will share how the company has significantly enhanced transparency and control across its international supply chain. By integrating CO_2 tracking, empowering teams and enabling real-time access to shipment conditions and locations, Lindt & Sprüngli has successfully built a robust track & trace framework that supports its operational efficiency, customer satisfaction, and sustainability goals.

⊙ Retail Stage

🖥 Keynote   ✏ Tobias Haendly   ⊕ ENG

**14.15
-
14.45**

E-Invoicing at Scale: The METRO.digital Approach
Discover how METRO.digital is streamlining invoice processing across 21 countries and handling over 30 million invoices annually. Faced with varying legal requirements and evolving VAT models, METRO.digital built a centralised, scalable e-invoicing framework that balances global standardisation with local compliance. Flexible middleware, hybrid integrations, and multi-format support are key features that connect suppliers, systems, and tax authorities – driving automation, accuracy, and efficiency across the supply chain.

⊙ Retail Stage

🖥 Panel   ✏ Daniel Jahrmann, Bruno Miotto, Frank Austel   ⊕ ENG

**14.45
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15.30**

Retail Realities: Insights from the Field
In the fast-moving world of retail, seamless data integration is essential for efficiency and competitiveness. This panel brings together industry leaders to share how their businesses are approaching integration. From global inbound logistics management – including supplier portals, shipment tracking, delivery planning, and CO_2 reporting – to building a fully customised platform, this panel delivers practical, real-world insights into industry trends and challenges from those on the front lines.
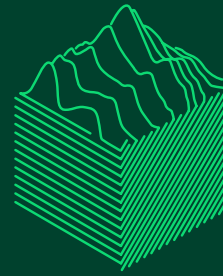
Deep Dive Agenda | Manufacturing

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⊙ Manufacturing Stage

🖥 Customer Spotlight ✎ Maximilian Birle, Soren Talbo Dahl ⊕ ENG

13.45
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14.15

Data Integration in Action: Krone & Damstahl
In this session, we shine a light on two leading manufacturing companies in the steel industry – Krone and Damstahl – to discover how they are overcoming key data integration challenges. Through their real-world use cases, Maximilian and Soren explore solutions to common connectivity issues in manufacturing, including IoT integration for machine learning, supplier connectivity, LSP integration, and warehouse connectivity.

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⊙ Manufacturing Stage

🖥 Panel ✎ Norbert Bonnaud, Heiko Flender, Hanna Cordes, Niko Hossain ⊕ ENG

14.15
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14.45

Driving Connectivity: Data Integration in the Automotive Sector
This session highlights the data integration challenges faced by manufacturing companies, using real-world examples from the automotive sector. MHP – A Porsche Company and Alliance Automotive Group share how they are addressing complex connectivity needs across the value chain to create streamlined, scalable data environments.

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⊙ Manufacturing Stage

🖥 Keynote ✎ Peter Somaglia ⊕ DE

14.45
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15.15

Coming soon
Coming soon

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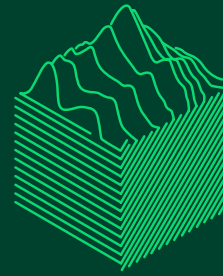⊙ Manufacturing Stage

🖥 Keynote ✎ Renaat Sohl, Tim Smits ⊕ ENG

15.15
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16.00

From Data to Impact: Transforming Supply Chains Through Smart Integration
In today's fast-moving, tech-driven world, supply chains are no longer just about moving goods – they're about moving data. Join us as we dive into the real-life transformation of a traditional manufacturing environment into a connected, intelligent supply chain. Discover how SCOPTIS used Lobster tools to tackle real-world challenges, bringing visibility, speed, and simplicity to even the most complex operations. If you're look to modernise your business without starting from scratch, this is the session is for you.

Data Hero Summit 2025

Deep Dive Agenda | Logistics

📍 Logistics Stage

🖥 Panel   ✏️ Karsten Schmidt   🌐 DE

13.45
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14.15

Leveraging IoT for Smart, Scalable Manufacturing
As industrial IoT continues to redefine the manufacturing landscape, connectivity is no longer a technical detail – it's a strategic advantage. This panel brings together leading experts to explore how manufacturers can break down data silos, connect machines, systems, and partners, and transform operational efficiency. Discover how real-time data, smart integration, and IoT-driven insights are enabling agile, resilient, and scalable production environments.

📍 Logistics Stage

🖥 Panel   ✏️ Dr. Tobias Hegmanns, Dr. Oliver Tietze   🌐 ENG

14.15
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14.45

From Complexity to Clarity – Digitalising Business Processes at Scale
How can large industrial organisations transform complex legacy structures into agile, data-driven processes? In this session, thyssenkrupp shares its approach to digitalising business operations – from integrating fragmented systems to unlocking the full value of data. Learn how strategic digitalisation efforts can be harnessed to standardise workflows, enhance transparency, and lay the foundation for smarter decision-making across departments.

📍 Logistics Stage

🖥 Keynote   ✏️ Svenja Fischer, Rik Bos   🌐 ENG

14.45
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15.15

Mastering Supply Chain Connectivity
Join Rik Bos as he showcases how businesses are streamlining supplier and logistics integration to stay competitive in a digital-first world. In a sequence of live demos, Rik will unpick how pre-configured connections, automated workflows, and real-time data exchange can impact all areas – by accelerating onboarding, unlocking end-to-end visibility, and reducing complexity.

📍 Logistics Stage

🖥 Panel   ✏️ Hendrik Bender, Thilo Schäfer, Niko Hossain   🌐 ENG

15.15
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15.45

Logistics in Focus: Navigating Global Air Freight Challenges
From capacity crunches to time-critical demands, air freight is under more pressure than ever. In this panel, experts from Condor and Sovereign Speed take the stage to explore the rapidly evolving world of air cargo. What are the key operational and regulatory challenges shaping the industry today? How can greater connectivity, real-time data, and flexible networks help companies navigate rising costs and growing complexity? Join this conversation for an inside look at how leaders in air freight are building more resilient, agile, and data-driven supply chains at cruising altitude.
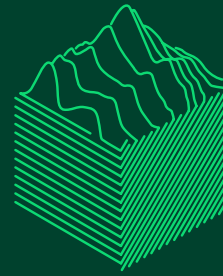
Deep Dive Agenda | Intelligence

🕐 ⦿ Intelligence Stage

🖥 Keynote   ✎ Michael Hanisch   ⊕ ENG

**13.45
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14.05**

Coming soon.
Coming soon.

🕐 ⦿ Intelligence Stage

🖥 Keynote   ✎ Dr. Jan Kunkler   ⊕ ENG

**14.05
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14.25**

Data to Intelligence – The Future of Supply Chains
Dr. Jan Kunkler takes us on an insightful journey through the practical realities of supply chain intelligence, showing how the right data foundation is essential to creating powerful intelligence solutions within a connected ecosystem. This keynote cuts through the hype to reveal how logistics companies are leveraging partner expertise at every level of the supply chain.

Learn how the semantic layer bridges disconnected systems, creating a shared business context where intelligence partners can build solutions that scale instantly across the network. Jan will showcase real-world examples, illustrating why this collaboration is the most effective approach for logistics operations.

Discover how this model combines tech with domain know-how, enabling a "supply chain that just works", where data becomes a strategic asset – not a barrier – and orchestration unlocks smarter, scalable performance.

🕐 ⦿ Intelligence Stage

🖥 Keynote   ✎ Dr. Tobias Leippbrand, Fabian Bergmann   ⊕ ENG

**14.25
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14.45**

AI Document Intelligence: Connecting Compliance Data to Your Supply Chain
One Thousand GmbH showcases how the Lobster Intelligence Ecosystem drives manufacturing intelligence and improves customer satisfaction. Drawing on their work with valve manufacturer Herose, Dr. Tobias Leippbrand and Fabian Bergmann will demonstrate how AI extracts vital data from technical documents and quality certificates for easy customer access. Discover how Lobster makes archives searchable and integrates structured data into ERP systems – linking compliance documents to specific products or batches. See how this seamless connection ensures improved customer experience, faster audit readiness, robust quality management, and context-rich insights for manufacturing leaders.

Data Hero Summit 2025
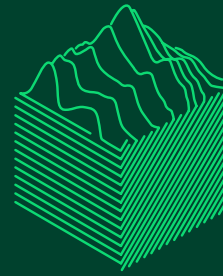
Deep Dive Agenda | Intelligence

🕐 📍 Intelligence Stage

🖥 Keynote   ✏ Prof. Dr. Florian Kellner, Prof. Dr. Bernhard Lienland   🌐 ENG

14.45
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15.05

From Data to Foresight: Expert Insights for Predictive Logistics Control
See first-hand how the Lobster Intelligence Ecosystem delivers proactive control.
LIKE Solutions highlights how CargoCockpit & DelayDetector are transforming
transport data into actionable insights. This keynote goes beyond basic KPI
tracking (OTP, Cost, CO2) and dives into strategies to understand and avoid
delays through historical analyses, anticipate disruptions with predictive ETAs
and conduct statistical risk assessments. Learn how Lobster seamlessly integ-
rates this intelligence, empowering logistics leaders to improve planning reliabili-
ty, manage proactively, and enhance customer satisfaction.

🕐 📍 Intelligence Stage

🖥 Keynote   ✏ Dr. Maximilian Braun   🌐 ENG

15.05
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15.25

Unlocking Unstructured Data: AI-Powered Automation for Logistics Operations
In this insightful keynote Innomarks will showcase Innoflow, an AI-powered
solution that instantly extract critical data from emails, transport documents,
and attachments. See how Lobster then seamlessly integrates this intelligence
directly into any transport management system (TMS), automating workflows
like order entry and shipment updates. If you're looking to eliminate manual
processing, accelerate information flow, reduce errors, and empower your
logistics teams to manage transport more efficiently – don't miss this session.

🕐 📍 Intelligence Stage

🖥 Keynote   ✏ Raz Ronen   🌐 ENG

15.25
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15.55

Redefining Freight Execution: Smarter, Faster, More Profitable
Join Raz Ronen, CEO of Wisor.ai, as he shares how leading freight forwarders are
cutting response times, boosting quote-win rates to focus on the shipments that
drive real margin.

In this session, Raz will explain how Wisor empowers teams to respond faster
and never miss high-value opportunities with the tools they already use.

Stick around for an exclusive first look at Wisor's next evolution, built to unlock
even more speed, clarity, and commercial control for freight teams.