

Lobster

**Data Hero
Summit
2025**

Main Stage | 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.



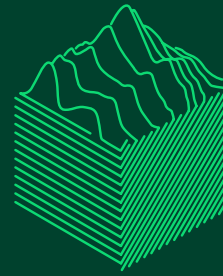
10.45

-

11.15

Coffee Break

Time to grab a coffee, connect with fellow attendees, and recharge for the next round of discussions and discoveries.



Lobster

**Data Hero
Summit
2025**

Main Stage | 02



📍 Main Stage

🗣️ Keynote ✍️ Tim Srock, Jethro Borsje, Patrick Ryan 🌐 ENG, DE

11.15

-

12.25

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.



12.25

-

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

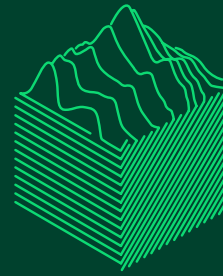
13.45

-

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 Stage | 03



📍 Main Stage

🗣️ Keynote ✍️ Cathy O'Dowd 🌐 ENG, DE

16.30

- **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?

17.00

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.



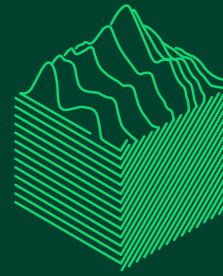
📍 Main Stage

🗣️ Panel ✍️ Jim Hagemann Snabe, Dr. Thomas Enders 🌐 ENG, DE

17.00

- **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 technological forces set to shape global business in the years ahead. Drawing on their extensive board and executive experience, they explore how companies can re-think globalisation, supply chain design, integration, and risk management. What priorities should boards and executive teams be setting now to remain competitive and resilient? Gain rare insights into how top-level decision-makers navigate transformation at scale.

17.30



Lobster

**Data Hero
Summit
2025**

Main Stage | 04



📍 Main Stage

🗣️ Keynote ✍️ Claudia Bechstein, Tim Srock

17.30

-

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

-

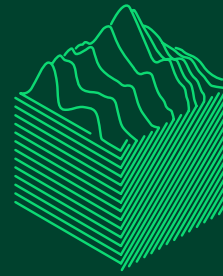
21.00

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 Stage



📍 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 CO₂ 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 🌐 DE

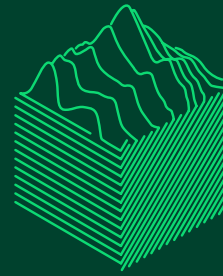
14.45

-

15.15

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 CO₂ 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.



Lobster

**Data Hero
Summit
2025**

Deep Dive Agenda | Manufacturing Stage | 01



📍 Manufacturing Stage

🗣️ Customer Spotlight 👤 Maximilian Birle, Emil Helk 🌐 ENG

13.45

-

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 Emil explore solutions to common connectivity issues in manufacturing, including IoT integration for machine learning, supplier connectivity, LSP integration, and warehouse connectivity.



📍 Manufacturing Stage

🗣️ Panel 👤 Norbert Bonnaud, Dr. Heiko Flender, Hanna Cordes, Augustin Friedel 🌐 ENG

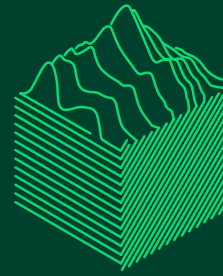
14.15

-

14.45

Connected Value Chains: Data-Driven Transformation in the Automotive Industry

Join leaders from Bosch, Daimler Trucks, Alliance Automotive, and MHP – A Porsche Company as they explore how data and connectivity are transforming the automotive supply chain. From real-time logistics and telematics to API-driven ecosystems and software-defined vehicles, this panel reveals how industry pioneers are unlocking value through collaboration and innovation across the value chain.



Deep Dive Agenda | Manufacturing Stage | 02



📍 Manufacturing Stage

🗣️ Panel ✍️ Peter Somaglia, Ben Ploehn, Anja Gebhart 🌐 DE

14.45

-

15.15

From Calculation to Action: Tracking, Reporting & Reducing CO₂ in Supply Chains

As pressure mounts on companies to decarbonise their operations, accurate CO₂ tracking across transport and logistics is becoming a strategic imperative. This session introduces CarbonCare, a tool designed to calculate emissions across complex supply chains. With expert insights from Lufthansa Industry Solutions and Lobster, we'll explore how companies are not only measuring emissions but also translating data into tangible actions, reports, and successful use cases. Learn how to move from basic emissions calculation to impactful climate strategies, powered by real-time data.



📍 Manufacturing Stage

🗣️ Keynote ✍️ Renaat Sohl, Tim Smits 🌐 ENG

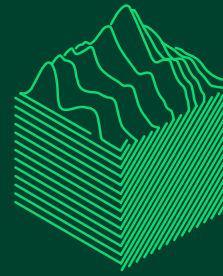
15.15

-

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 looking to modernise your business without starting from scratch, this is the session is for you.



Lobster

**Data Hero
Summit
2025**

Deep Dive Agenda | Logistics Stage | 01



📍 Logistics Stage

🗣️ Panel 👤 Karsten Schmidt, Marvin Schuster, Bruno Miotto 🌐 DE

13.45

-

14.15

Live. Smart. Visible. How Real-Time Data and IoT Are Changing the Supply Chain

In a world of shifting trade routes and growing uncertainty, visibility is everything. This panel brings together leaders from Hapag-Lloyd, COOP, and Project44 to explore how real-time data, IoT integration, and smart platforms are transforming supply chains. From global procurement to last-mile insights, discover how companies are using live information to boost resilience, respond faster, and make better decisions across the entire logistics network.



📍 Logistics Stage

🗣️ Keynote 👤 Dr. Tobias Hegmanns, Dr. Oliver Tietze 🌐 ENG

14.15

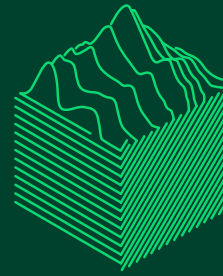
-

14.45

From Effective Foundations to Scalable Futures:

A Pragmatic Path to Digital Logistics at tk Materials Services

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.



Deep Dive Agenda | Logistics Stage | 02



📍 Logistics Stage

🗣️ Keynote ✍️ Svenja Fischer, Rik Bos 🌐 ENG

14.45

-

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 🌐 DE

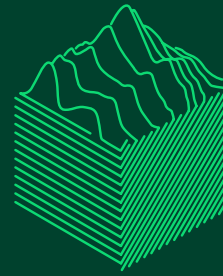
15.15

-

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 Stage | 01



📍 Intelligence Stage

🗣️ Keynote ✍️ Michael Hanisch 🌐 ENG

13.45

-

14.05

State of AI in Supply Chain: Turning Your Data into a Competitive Advantage

AI is no longer a distant peak but a critical part of the supply chain landscape, transforming everything from retail shelves and factory floors to global logistics. Kicking off our Intelligence Stage, Michael Hanisch will provide a "State of AI" in supply chain, drawing on deep insights from Amazon's own operations and leading AWS customers.

Discover, through concrete use cases in retail, manufacturing, and logistics, how machine learning is driving tangible value – from optimising forecasting to streamlining fulfilment. This session will illuminate a core truth: the journey to AI-powered advantage is fundamentally a data journey. Learn why mastering the data integration challenge first is the key to unlocking scalable, impactful intelligence and real competitive advantage.



📍 Intelligence Stage

🗣️ Keynote ✍️ Dr. Jan Kunkler 🌐 ENG

14.05

-

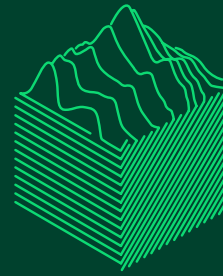
14.25

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.



Lobster

**Data Hero
Summit
2025**

Deep Dive Agenda | Intelligence Stage | 02



📍 Intelligence Stage

🗣️ Keynote ✍️ Dr. Tobias Leippbrand, Fabian Bergmann 🌐 ENG

14.25

-

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.



📍 Intelligence Stage

🗣️ Keynote ✍️ Prof. Dr. Florian Kellner, Prof. Dr. Bernhard Lienland 🌐 ENG

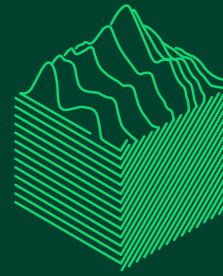
14.45

-

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 integrates this intelligence, empowering logistics leaders to improve planning reliability, manage proactively, and enhance customer satisfaction.



Lobster

**Data Hero
Summit
2025**

Deep Dive Agenda | Intelligence Stage | 03



📍 Intelligence Stage

🗣️ Keynote 📌 Dr. Maximilian Braun 🌐 ENG

15.05

-

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

-

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.