



# HHL

LEIPZIG  
GRADUATE SCHOOL  
OF MANAGEMENT

## 4. Leipzig Entrepreneurship Lecture

### When?

Friday,

May 9, 2014

1:45– 3:30 p.m.

(get-together afterwards)

### Where?

HHL Leipzig Graduate School of Management, Schmalenbach Building, Jahnallee 59, 04109

Leipzig (trams 4, 12, 7, 15 tram stop: Sportforum)

### Registration?

via email:

[franziska.greim@hhl.de](mailto:franziska.greim@hhl.de)

or **0341/9851-828**

### Costs?

The event is for free.

Still one of the big challenges in the context of startups is the preservation of creativity. Especially growing data and new technologies allow new business models, that might not yet be seen today. Thus, creativity will help to identify sustainable ideas in the field of Big Data. Therefore our Leipzig Entrepreneurship Lecture focuses on the issue:

### „How to manage creativity in startups?“

We are glad to present Prof. Dr. **Alexander Brem**, Professor of Technology and Innovation Management at the University of Southern Denmark, Sonderbørg, who will introduce recent research results on „**Creativity Time Management**“.

Results will be discussed with outstanding experts from academia and practice: Prof. Dr. **Martin Hill** (Vice President, SAP Deutschland AG & Co. KG), **Samuel Kermelk** (CEO, HeiterBlick GmbH), **Martin Schlichte** (CEO, Lecturio GmbH) as well as **Nicolas Wiethoff** (CEO, A.R.S. Alternate Reality Strategies GmbH). The session will be moderated by Prof. Dr. **Andreas Pinkwart** (Holder of the Chair of Innovation Management and Entrepreneurship at HHL).

The event is organized by HHL Leipzig Graduate School of Management in cooperation with the student startup initiative Accelerate@HHL as well as with the Self-Management Initiative Leipzig (SMILE). The Leipzig Entrepreneurship Lecture is embedded in the **Accelerate Conference** for young entrepreneurs and students on “**Big Data – Now?!**” taking place on May 9 and 10. More information can be found at: <http://accelerateconference.hhl-students.de/>

Accelerate Conference 2014 – Big Data...Now?!

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