

Join us in Davos 2020

January 22th at 8:30am

Hotel Waldhuus Davos
Mattastrasse 58 - 7270 Davos Platz / Schweiz

PANEL HOSTED BY MIRAKL

Securing a Competitive Future:

**Platform your
business to thrive
in a digital world**



**FIGHT
BACK**

Securing a Competitive Future:

Platform your business to thrive in a digital world

Industry leaders are confronted by digital natives making strides in once untouchable markets.

How are stakeholders platforming their business to compete in a global marketplace?

How are they self-disrupting to thrive in the Fourth Industrial Revolution?

- Announcement from industry leader Tetra Pak
- Discussion from platform pioneers and industry experts on the challenges, needs, and opportunities of stakeholders platforming their businesses
- Platform Economy agenda for 2020

JOIN US



Klara Svedberg

is Vice President Parts & Consumables at Tetra Pak and a member of Tetra Pak Services Leadership Team. Responsible for growth and profitability of the largest part of Tetra Pak's after sales business, Svedberg is leading the newly created Marketplace unit and the Services e-Business marketing and analytics team.



Felix Staeritz

is the Founding Partner and CEO of FoundersLane, the corporate venture builder. A serial entrepreneur and investor with over 20 years of experience building businesses up to IPO, Staeritz is on the World Economic Forum Digital Leaders board and the author of the newly released business book *Fightback: How to win in the digital economy with platforms, ventures and entrepreneurs*.



Florian Bressand

is COO at Mirakl. With over 25 years of experience helping businesses transform, Bressand assists retailers and brands in platforming their business and quickly launching a new source of revenue with their online marketplace.