LENCKE WISCHHUSEN

Federal Chairman of the Young Entrepreneurs Association (2012-2015)

Lencke Wischhusen became known beyond the borders of Bremen as one of the youngest female entrepreneurs in Germany, as Federal Chairman of the trade association "Die Jungen Unternehmer" and as an investor in the TV startup show "Die Höhle der Löwen".

After the Abitur in Bremen Lencke Wischhusen (*1985) completed an apprenticeship as wholesale and retail merchant and studied Business Administration in Bremen and Vechta. In 2010 she joined her parents' packaging company W-Pack as Managing Director and managed the family business in Bremen together with her father until it is sold to an investor at the beginning of 2019. From 2012 to 2015 she was the Federal Chairman of the Young Entrepreneurs Association and was actively involved in supporting and promoting the start-up scene by focusing more on topics relevant to start-ups and convincing young people to start businesses with marketable ideas. With her company Puschy Investment, she further developed the start-up culture through venture capital, her network and adequate advice and made setting up a business more attractive overall. In 2014 and 2015, she acted as an investor in the successful VOX start-up show "Die Höhle der Löwen", which was awarded the German Television Prize in the category "Best Factual Entertainment" in 2016.

In 2014 she has become the top candidate of the Bremen FDP and has lead the party back to the Bremen Parliament with the best result in 20 years. As parliamentary group leader and member of the FDP Federal Executive Committee, she helped shape the political debate on the economy, entrepreneurship and equal opportunities for over eight years - before retiring from politics in 2023.

Lencke Wischhusen remains actively involved in the start-up scene with her company Puschy Investment: she invests in start-ups, advises entrepreneurs on an equal footing and supports them with her excellent network. She is Chairwoman of the Supervisory Board of Global Minds AG and host of ‘The Pioneer Business Circle’.

In her lectures, Lencke Wischhusen not only impresses with substantial founder knowledge, but also with sharp intellect, Hanseatic understatement and a good portion of humour.

Topics (Selection):

- Women and careers
- Family business - Succession in small and medium-sized enterprises, burden or challenge?
- Setting up a business - I'll set up my own business in no time?
- Leadership - Delegation or doing everything yourself?