

## FELIX PLÖTZ



### **Expert on Startup Spirit Startup Founder**

Felix Plötz is a lateral thinker and instigator - in the best sense. He firmly believes that creativity, courage and the "just do it" spirit of start-ups also have a place in established companies. He is an expert on motivation, digitisation, leadership, and start-up spirit.

He has quickly become the shooting star of the speaker scene thanks to his captivating style, his authentic appearance and his charisma. He inspires employees and managers alike - whether in corporations such as BMW, E.ON or Lufthansa, medium-sized family businesses or at large events with several thousand spectators.

His first book on motivation was a surprise hit in 2013, and was a bestseller on Amazon. His business bestseller "Palmen in Castrop-Rauxel", celebrated by a broad audience, followed in 2014. RTL, Welt am Sonntag, Spiegel Online, Impulse, and many other national media and blogs reported on this exceptional, crowdfunded book project. Shortly after its publication, the book became one of the most sought-after "entrepreneurship" publications on Amazon; just four months later it officially reached "Bestseller No.1" status. His current book "Das 4-Stunden-Startup" has been on the bestseller lists for more than 2 years and is one of the best-selling business books ever published in Germany. Among other accolades, it has been dubbed a "SPIEGEL financial bestseller", "Manager magazine bestseller", "Amazon Bestseller No.1", "Handelsblatt bestseller" as well as a "Top 10 audiobook of 2016" on Audible. It has been translated into several languages and is already published in several countries.

Felix Plötz started his career in a traditional way: in 2008 he completed his studies in business engineering in the top 10% of his class. After starting as a trainee in an international electrical engineering group, he then became a sales engineer and shortly after Area Sales Manager with responsibility for seven countries and 30 million euros in sales. While his career continued to soar, the feeling of stagnation and the desire for something new also grew at the same time. He founded his first company, carusing® fuel-saving training, in 2011 whilst still in permanent employment. He continued to build up the company after leaving his job in 2013, and sold it to ADAC in 2015. In the same year he founded the publishing start-up "Plötz & Betzholz" as Germany's first social influencer publishing house. It is backed by a radical, digital business model, which was awarded the Wildcard of the Frankfurt Book Fair - and which works: shortly after its founding, the publisher had already released its first SPIEGEL bestseller, and 10 months later, "Plötz & Betzholz" was taken over by the Ullstein publishing group. To this day, Plötz continues to build up his imprint as a publisher - numerous SPIEGEL bestsellers have followed.

For his achievements, Felix Plötz was nominated for the "Börsenblatt Young Excellence Award" from the German book industry in 2016. Shortly thereafter, Plötz was able to celebrate another success: the renowned Handelsblatt speaker agency included him in their exclusive portfolio, making him the youngest speaker in their company's history. In autumn 2018, the new book by Felix Plötz will be published. In "The End of Bad Work", he shows how we can innovate our business from the inside with our modern entrepreneurial spirit, become more innovative and agile - and thus successfully exploit the opportunities offered by digitization.

His lectures and books shake things up, inspire people and encourage them. They encourage people not just to seek out new ways of thinking, but to look for new ways of acting, too.

**Topics (Selection):**

- Just do it! - More entrepreneurial spirit for employees (and managers)
- Leadership with Startup Spirit - Motivating. Moving. This is how leadership works today!
- Success Factor Digital Generation - Attract, retain (!) and motivate employees to excellence
- Digitisation without Bullshit Bingo - A clear guide to what needs to be done, and the attitude we urgently require