

## FRÄNZI KÜHNE



### **Agile Founder Expert on Digital Business**

Fränzi Kühne is co-founder of the digital business agency Torben, Lucie und die gelbe Gefahr (TLGG), of which she was managing director until 2019. She is an expert on new work, digital leadership and corporate organisation in the course of digitalisation and accompanies companies on their way into the digital future.

Fränzi Kühne originally studied law to become a criminal police officer. But then a collaboration with two friends quickly turned into her own company. From 2008 to 2019, she worked for TLGG and dealt with digital marketing and changes in companies in the course of digitalisation.

Fränzi has made it her mission to help companies adapt strategic communication to new technologies and supports them externally as well as internally in representing their values and message and developing them further where necessary.

Fränzi Kühne is a member of the supervisory board at Freenet AG and Chief Digital Officer at Edding. As a trustee of the AllBright Foundation, she is also involved as an advocate for diversity in companies and regularly publishes expert articles.

Her wide-ranging expertise makes Fränzi Kühne a much sought-after speaker. In her entertaining and hands-on presentations, the expert for digitalisation and new work shows how companies must change in order to survive and remain successful in the future.

#### **Topics (Selection):**

- CEO Communication in the 21st Century
- Why digitalisation only works with diversity
- How can brands best harness the potential of technological and cultural change?
- New Work