

Prof. Dr. ANABEL TERNÈS VON HATTBURG



Leading Expert for Sustainability and Digitalization

Managing Director of the Berlin SRH Institute for Sustainable Management

Anabel Ternès von Hattburg is considered one of the leading minds for sustainability and digitalization. The executive director of the Berlin-based SRH Institute for Sustainable Management is also a renowned futurologist and author, and a professor of social affairs (Frankfurt University of Applied Sciences) and communications management (SRH Berlin).

Handelsblatt calls her a "role model" and ranks her as one of the "forward thinkers and visionaries with a strong personality and clear stance," while Hypovereinsbank refers to her as "one of Germany's outstanding female managers and entrepreneurs".

Anabel Ternès studied business administration as well as psychology, product design, communication and trend management. She has many years of management experience in business development at international consumer goods companies, including Samsonite and Fielmann. She is the founder of sustainable startups, including GetYourWings, CoCarrier and HealthMedo.

Anabel Ternès is engaged in several committees and boards, including as Chair of the Board of Trustees of the Flexible Working Foundation, as a Board Member and Head of the Life Science, Health & Well-Being Expert Group, of the British Chamber of Commerce, as an Advisory Board Member of Plant for the Planet and as President of the Club of Budapest Germany, as well as Chair of the Board of the Future Council Circular Economy and Board Member of the British Chamber of Commerce.

Anabel Ternès von Hattburg is the recipient of several awards for her commitment, including the CEO eLearning 2022 Award, as an ambassador for the German Federal Ministry of Economics and Technology's Women Enterprise Initiative, and the Google Impact Challenge Award for her learning game Code and Safe the Planet and as an influencer with the LinkedIn Top Voice Sustainability.

Based on her profound expertise and experience, Anabel Ternès von Hattburg talks in her presentations about sustainability, among other topics. Thanks to numerous real-life examples from her own activities, her lectures are particularly vivid and instructive.

Topics (Selection):

- Sustainability and Digitalisation
- Green Leadership/Future Leadership
- Branding