Prof. Dr. ANABEL TERNÈS VON HATTBURG



Leading Expert on Sustainability and Digitalization

Managing Director of the Berlin SRH Institute for Sustainable Management

Anabel Ternès von Hattburg is the Executive Director of the SRH Institute for Sustainable Management in Berlin, a futurologist, author and professor of social sciences at Frankfurt University of Applied Sciences, as well as a professor of communication management at SRH Berlin. Her work focuses on the major areas of change in our time: sustainability, digitalisation, future-oriented skills and health.

Anabel Ternès studied business administration, psychology, product design, communication and trend management, and completed a degree in nutritional sciences at Stanford University. Her professional career initially took her into international consumer goods companies. Among other roles, she worked in business development at Samsonite and Fielmann, where she gained many years of leadership experience. She has founded several sustainable start-ups, including GetYourWings, CoCarrier, HealthMedo and the nutrition company LAVIVEE. Through the VYBE Future Institute, she explores how social, technological and economic developments are shaping our future. Under the brand name We Empower by VYBE, the institute now has several offices in China and organises events worldwide.

Alongside this, Anabel Ternès contributes her expertise to various boards and organisations. She has been elected to the Board of Trustees of War Child, as well as to the supervisory boards of CSI in Switzerland and FÖS, and is Chair of the Global Green Alliance Board. In addition, she serves, amongst other roles, as Chair of the Board of Trustees of the Flexible Working Environment Foundation, as an advisory board member of Plant for the Planet and as President of the Club of Budapest Germany. She is also Chair of the Circular Economy Council and is active in the British Chamber of Commerce. Since 2026, she has been a UN Ambassador and patron of World Cleanup Day. She is also a partner member of the German UN Decade of the Ocean Committee and an active member of the German Committee of UN Women.

Anabel Ternès has received numerous awards for her work. The Handelsblatt newspaper describes her as a "role model" and counts her amongst the "pioneers and visionaries with a strong personality and clear stance". Her awards and honours include the CEO eLearning Award 2022, the Google Impact Challenge Award for the educational game "Code and Save the Planet", the LinkedIn Top Voice for Sustainability award, and, most recently, the WHO IS WHO Award.

Drawing on her in-depth expertise and experience, Anabel Ternès von Hattburg discusses topics such as sustainability in her talks. Thanks to the numerous practical examples drawn from her own work, her talks are particularly vivid and informative.

Topics (Selection):

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