

JULIA BÖSCH



Executive Chair of Outfittery & Lookiero
One of Germany's most renowned and successful female founders

Julia Bösch is one of Germany's most prominent and successful female founders and has built one of the most innovative e-commerce companies in Europe. She is the co-founder of Outfittery, the European market leader in online personal shopping with over three million customers. For over a decade, Julia Bösch has been combining artificial intelligence with human creativity, demonstrating how technology can foster genuine connection.

Following academic stints at Columbia Business School in New York and the CDTM in Munich, she played a key role in the internationalisation of Zalando. She subsequently shaped Europe's digital retail landscape with Outfittery. In 2024, she led the merger of Outfittery with Lookiero – a move that underscores her strategic foresight and her flair for sustainable innovation.

The Handelsblatt ranks her among the "Top 50 Female Entrepreneurs" and the Women in AI initiative among the "Top 20 Women in AI Germany". With over 50,000 followers on LinkedIn, she is one of the most sought-after voices in the debate on the future of e-commerce, female leadership and the meaningful use of AI in everyday professional life.

In her talks, she inspires people to break new ground and see change as an opportunity.

Topics (Selection):

- High Tech, High Touch: Why human connection still makes all the difference, even in the age of algorithms
- Leading in stormy times: How to provide stability for your teams and restore their energy
- Clarity without a crystal ball: How to make bold decisions when the path ahead is unclear