



Entrepreneur
Digital Native

Philipp Riederle has always been fascinated by technology. He has always been interested in how things work. Philipp Riederle is a podcaster from the very beginning. When Philipp Riederle (born 1994) was 13 he got one of the first iPhones from the USA. They hadn't even existed in Germany yet. After cracking the device he could use it in Germany and reported on it in his own podcast. For ten years the podcast has been one of the most successful podcasts in Germany and other projects followed, building the basis of Philipp's entrepreneurial success.

Aged 17 he founded "Phipz Media" with the focus on the conception, production und multiplication of new media. Philip Riederle knows that smartphone, internet and web 2.0 have lead into a new era far beyond technical change. His mission has changed accordingly: He wants to inform about a profound paradigm shift that is far more than a technological toy. Besides he wants to enlighten, share and explain how the Generation Y thinks, what it does and why. According to Philipp Riederle associations, organizations and companies often have the problem that the phenomenon can indeed be perceived, maybe even understood, but not transformed into the work life and all of this happens in a hard competition for attention and in the middle of the „war for talents“. Companies not adapting to the new media behaviour will soon be left behind. If not in consumption, then in terms of recruitment of new, well-educated employees.

As a podcaster from the very beginning Philipp Riederle knows quite precisely what motivates the Generation Y – and he can pass on that knowledge. He analyses the existing communication from a Generation Y point of view and develops concepts and formats for his clients. Philipp Riederle is an exceptional speaker. His entertaining and informative talks about social media and Generation Y are impressive and receive enthusiastic response.

Topics (Selection):

- Who wants to be heard, must learn to listen. Communication with Generation Y
- Social Media. More than only a communication trend! How the new media revolutionizes our culture, politics and working world
- 24h online, 0 h freetime? The communication behaviour of Generation Y
- Between executive suite and school desk – How I stormed the podcast charts with 13 and became consultant for CEOs two years later