

14th SILICON SAXONY DAY

June 18, 2019 / Conference Centre Airport Dresden

Digital Entrepreneurs

(Session in German language)

How to manage and grow a digital business? The answer to this is manifold and different for each company and market. We will invite experts of the industry to share their stories, experiences and best practices in order to provide guidance and inspiration. Topics of interest are for example proven models for inhouse innovations, the establishment of a living company culture, the recruiting of today's top talents, or effective marketing strategies for a B2B software service offering.

Founders and decisions makers of software companies and related industries are welcome to join the sessions, involve themselves in lively discussions, and get in touch with each other.



EXPERT SESSION

SESSION CHAIR

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