

Monday · 7 Sept

Tuesday · 8 Sept

09:00 –
10:00**Christoph Maier, Director of Product Management (S-Payment)**

AI Product Coach: building a personal AI sparring partner

Kira Süß, Product Coach

The invisible backlog: mindsets that slow product teams down

10:00 –
11:0011:00 –
12:00**Lutz Göcke, Professor of Digital Management (HS Nordhausen)**

AI in Product Delphi: how AI changes product teams & organisations

12:00 –
13:0013:00 –
14:0014:00 –
15:00**Kira Leuthold, Founder and UX Writer**

UX writing: how to find the right words for your product – including live prompting with AI

open

15:00 –
16:0016:00 –
17:00**Stefan Haas, Founder (PoDojo)**

The LLM Wiki: a compounding learning loop for customer knowledge with agentic AI

17:00 –
18:00



	Stage	Hall
09:00 – 10:00	Welcome · Beate & Rolf Schulte Strathaus	
10:00 – 11:00	Tereza Iofciu Talking to stakeholders, with AI in the loop	Andrea Kaewel-Siebahn (MOIA) Shaping the world of tomorrow
11:00 – 12:00	Matthias Brandt & Esther Machata (inoio) AI has eaten my future	Valentina Ibba (Cito) Nothing crashed. It was just slightly off: How organised counter-narratives make AI more reliable
12:00 – 13:00	Nils Stotz (Zalando) It's all a tradeoff! How experiments shape strategy & organisation	Jekaterina Cechini (Taxfix) AI-native product management
13:00 – 14:00	LUNCH BREAK	
14:00 – 15:00	Session planning	
15:00 – 16:00	Open Sessions (Open Space format) + Insert: on-site workshop by Stefan Gertz — Bringing people along in AI adoption	
16:00 – 17:00	BREAK	
	Session results (panel)	
17:00 – 18:00	Barbecue · from 18:00	



	Stage	Hall
09:00 – 10:00	Mindful Check-In	
	Keynote: Rolf Schulte Strathaus — From Coder to Agent Coach	
10:00 – 11:00	Alexander Schardt (Holiday Pirates) Discovery: putting an idea to the test	Wolfgang Zehrt (EnBW) Where AI meets silent, fierce resistance
11:00 – 12:00	Nina Untch (GiniOne) My team of 10 (which is really just me)	Jan Musiedlak (Product Leader) Good idea, wrong direction!
12:00 – 13:00	Andrea Jensen (Navis) Better together: how we build a product as a team	Hendrik Hemken (Beyond7.ai) Agentic AI in product management
13:00 – 14:00	LUNCH BREAK	
14:00 – 15:00	Johannes Schmidt & Andreas Stephan (Arise) When execution becomes trivial, only the decision counts	Niklas Sum (nebenan.de) From Product Lines to Product-Led
15:00 – 16:00	David Behlich (Otto) AI@OTTO: agentic-ready architecture	Darya Yurevich (Scompler) From product manager to AI-native builder
16:00 – 17:00	Stephen Quirke (Product Lead) The One Thing AI Can't Do for Product Managers	Marcel Semmler (Bauer Media) Business builders will win
17:00 – 18:00	Wrap-up & feedback round	