

Press Release
TUM TALK IN HEILBRONN

"Think, understand, manage":

Fifth edition of the TUM TALK discussion forum in Heilbronn on October 30th, 2024

Following the motto **TUM. Think • Understand • Manage**, the Technical University of Munich is once again extending an invitation to successful entrepreneurs as well as renowned scientists on Wednesday, October 30th, 2024, to discuss relevant success factors and current challenges. Knowledge and insights are generated through the continuous interaction of brilliant minds. The TUM TALK provides orientation and inspiration in relation to current, relevant issues. This is because cutting-edge scientific research can provide important fundamentals for informed decisions

The TUM TALK brings together scientists, entrepreneurs and leading managers. The fifth edition will be held under the slogan **"The future won't wait for us!"**. The high-caliber panelists will discuss the possibilities of recognizing and developing new markets and business models with resolve, even in times of difficult economic and economic policy conditions. It's a challenging yet promising task involving many facets. This includes the ability to bring together the right people in the right place at the right time. It is equally important to handle vast amounts of data in a clever and considered manner, data that can be clustered and analyzed thanks to artificial intelligence.

Moderated by **Prof Dr Helmut Krcmar**, Founding Dean and Commissioner of the President for the TUM Campus Heilbronn until the end of September 2024, this year's panelists include **Nicole Büttner**, founder and CEO of AI agency Merantix Momentum, **Dr Gerald Karch**, CEO of heavy goods vehicle manufacturer TII Group, **Christine Steger**, Managing Director of cosmetics manufacturer Mann & Schröder, and **Prof Dr Daniel Cremers**, holder of the Chair of Image Processing and Artificial Intelligence at the Technical University of Munich.

The TUM TALK this year marks the conclusion of the **"Rethink.Mittelstand - Success through Actions" conference**, which will be held all day on October 30th at the Heilbronn campus. The conference, organized by the Technical University of Munich and the ZEIT publishing group, will bring together numerous entrepreneurs from the SME sector to discuss the potential applications of artificial intelligence with experts.

The **Technical University of Munich** (TU Munich) ranks among the most renowned universities in Europe. Its more than 650 professors conduct research in their disciplines to uncover

findings that can improve the world of tomorrow. The TU Munich is home to around 53,000 students. More than 1,000 students currently attend the TUM School of Management (MGT) as well as the TUM School of Computation, Information and Technology (CIT) at the Heilbronn campus with 22 professors.

All information can also be downloaded at:

[Information for press and media | TUM Campus Heilbronn](#)

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