

## Serena Williams headlines OMR Festival 2023

*Preview of program highlights and top speakers at #OMR23*

### Press release

Hamburg, March 9, 2023 – Just like last year, the OMR Festival is expecting to draw more than 70,000 visitors to the Hamburg Messe on May 9 and 10, 2023. On over 100,000 sqm of space, #OMR23 offers the digital and marketing industry a robust program of Conference keynotes, Masterclasses, Guided Tours, Side Events and Expo on both days. More than 800 experts will take to the six OMR stages for keynotes, panel discussions and interviews. Among them are international stars such as investor and former tennis superstar Serena Williams. At the OMR Festival, she will make one of her first appearances in Europe since ending her tennis career last fall. At #OMR23, she will speak about her efforts as a venture capitalist and her motivation for becoming involved in the VC space. As a part of #OMR23, the Finance Forward conference will also offer insights into the future of the finance industry on both Festival days.

The speaker lineup at this year's OMR Festival once again offers A-listers from Europe and beyond. Headlining #OMR23 is **Serena Williams**, who has made a name for herself far beyond the tennis court. A native of Los Angeles, Williams has more singles titles than any other player in history on-the-court, off it she has built up a personal brand with worldwide pull. With her fashion brand "S by Serena" and jewelry brand "Serena Williams Jewelry," she provides a platform to issues of body positivity and female empowerment. Since March 2022, she has been active as an investor by founding Serena Ventures. A USD 111m fund, Serena Ventures already has 60 companies in its portfolio and focuses on supporting entities with diverse founding teams. Among them are fintechs like Propel and Cointracker, the billion-dollar company Masterclass and smoothie delivery service Daily Harvest. In addition, Serena Ventures has a stake in Esusu, one of the first tech unicorns with Black founders at the helm. Visitors to



#OMR23 will have be able to hear Williams discuss her career post-tennis on the OMR Conference Stage.

"In Serena Williams, we were able to convince a versatile personality to come to Hamburg. Serena obviously understands the impact and mechanisms of today's business and entertainment world very, very well," says **Philipp Westermeyer**, founder and CEO of OMR. "In general, we would of course like to build on the success of the past OMR Festival. For us, this means presenting a portfolio of personalities and partners that is unique in Europe in terms of diversity, depth and relevance. The preparations for this are going very well."

### **#OMR23 offers a diverse array of formats designed to inspire, educate and facilitate networking**

On six different OMR stages, attendees can look forward to additional top-echelon speakers, including music manager and investor **Scooter Braun**, fitness influencer **Pamela Reif** and fashion legend and Kith founder **Ronnie Fieg**. Furthermore, **Reed Duchscher**, founder of Night Media and manager of YouTube superstar MrBeast, **Zaria Parvez**, Global Social Media Manager at Duolingo, **Carmen "Carmushka" Kroll**, and street art legend **Shepard Fairey** will all take the stage to share their experiences and expertise. Representatives from the German business landscape will also be on hand with SAP CEO **Christian Klein**, Deutsche Bank CEO **Christian Sewing**, Hugo Boss CEO **Daniel Grieder** and, from a slightly different space, entrepreneur and celebrity **Robert Geiss**. On the [5050 Stage](#), in addition to engaging panel talks, fireside chats and keynotes on topics related to a fairer working world, the finale of the 5050 by OMR x EMOTION [Founders' Pitch](#) will once again take place in front of a live audience and with renowned investors such as **Tina Müller**, **Verena Pausder** and **Tim Schumacher**. The program is complemented by 240 masterclasses, 300+ guided tours and 100+ side events. With more than 40 artists, this year's OMR Festival will ensure that the fun-factor is not overlooked with live concerts and content. We will continue to announce additional speakers, surprise and content highlights [in the run-up to OMR23](#).

### **OMR Festival Expo**

At the OMR Festival, [over 1000 exhibitors and partners](#) from across the digital industry put on full display precisely those industry strategies and trends that are succeeding now and tomorrow, while presenting an array of innovative products. For the second year in a row, Vodafone is the official content partner. The diverse field of exhibitors includes tech giants such as SAP as well as a





large number of innovative SMEs and startups. The Expo also offers a diverse program on various Expo Stages, Masterclass seminars and networking opportunities.

### **Finance Forward Conference 2023**

Fintechs, Insurtechs, Neobrokers or Cryptocurrencies: At this year's Finance Forward Conference, renowned experts, e.g. Sebastian Siemiatkowski, founder of Klarna, will go deep on the transformation currently gripping the financial space. Taking place on both Festival days for the first time, speakers from Germany and around the world will meet on May 9 and 10, 2023, to discuss at length current developments in lectures, panels and fireside chats. [More information is available here.](#)

### **OMR Festival tickets**

The #OMR23 Festival Pass is on sale for EUR 399.00. Finance Forward Conference tickets are available for EUR 799.00. [Both tickets can be booked here.](#)

### **Press information**

- We are happy to provide members of the press with a free press ticket as part of our ticket allotment. [Please register using this form.](#)
- [Official images are available here.](#)
- [Facts and figures about #OMR23](#)

Please contact us at your earliest convenience should you have any questions.

Sincerely,

Wencke Thielert





### **Press contact**

Wencke Thielert

PR

[presse@omr.com](mailto:presse@omr.com)

Tel. 040 209 310 896

### **About OMR**

OMR is Europe's leading platform for the global digital economy, spanning content, events and technology. Its flagship event is the OMR Festival, the largest gathering of digital business, media and marketing executives in Europe. Since its inception in 2011, OMR has transformed into a 360° media company focussing on everything about everything in the digital business space. From daily reports published on [omr.com](http://omr.com), to an in-house podcast production company that produces more than 100 podcast formats, Podstars by OMR, a robust range of education products, OMR Education, the leading digital marketing jobs portal in the DACH region, OMR Jobs & HR and a growing software comparison platform with over 40,000 independent reviews on over 3600 tools in OMR Reviews OMR creates and cultivates original content and events year-round. Currently, OMR employs 350 people in Hamburg via ramp106 GmbH. For more information, visit [www.omr.com](http://www.omr.com).

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Lagersrasse 36 | 20357 Hamburg | Tel.: +49 40 209 310 876 | E-mail: [info@omr.com](mailto:info@omr.com) | [www.omr.com](http://www.omr.com)  
Register Nr.: HRB113109 | Geschäftsführer: Philipp Westermeyer

