

## Actionable marketing and business insights highlight next OMR24 speaker drop: Delia Lachance, Brian O’Kelley, Matt Navarra and Kati Ernst to speak in Hamburg this May

### Press release

Hamburg, February 12, 2024 – On May 7 & 8, 2024, the digital marketing space will converge in Hamburg for the annual industry meet-up at the OMR Festival. Among the over 800 confirmed speakers at this year’s event are social media expert Matt Navarra, Westwing founder Delia Lachance, Brian O’Kelley, Co-Founder & CEO Scope3, and Kati Ernst, co-founder and CEO ooia.

For two days in May, the OMR Festival will play host to over 70,000 projected attendees and provide a platform to the industry’s crucial topics and trends. The lineup of confirmed speakers features decision makers and key actors from a wide range of disciplines, such as finance, marketing, media, tech, pop culture, politics and sports, who will share first-hand insights and actionable strategies on six stages. In addition, the OMR Expo will return with over 1000 exhibitors and partners, as well as 240 Masterclasses, over 150 Guided Tours and 100 Side Events.

**Roland Eisenbrand**, Head of Content at OMR: “The OMR Festival showcases everything from the latest social media trends to direct-to-consumer marketing strategies, from achieving climate neutrality in online marketing to topics centered on female leadership. With our lineup of confirmed speakers, we are thrilled to once again be able to offer our attendees a robust and diverse program that not only inspires, but also informs and educates with actionable strategies.”

### These speakers are confirmed for the OMR Festival 2024

**Delia Lachance** is one of the most successful female entrepreneurs in Germany. In 2011, she founded the premium home and living company Westwing, which generated sales of EUR 431m in 2022. She’s been Chief Creative Officer since the company was founded and has evolved into a pioneer of female entrepreneurship. The mother of two regularly provides insights into how she combines the challenges of a constantly growing eCommerce company with being parenthood. In addition to her professional activities,

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Delia is committed to the topic of female leadership. Among other things, she hosts the internal discussion format "WingWomen," where she invites inspiring women to share their experiences with her team.

**Brian O'Kelley** is dedicated to solving a problem that he helped create: as founder of online advertising company Appnexus, now part of Microsoft under the name Xandr, he was one of the pioneers of real-time bidding. In this form of online advertising, advertising contacts are auctioned off among advertisers in real time. The problem: 1000 such "impressions" cause CO2 emissions of 333 grams, according to a study by Scope3, O'Kelley's next and current venture. With this start-up, the serial entrepreneur wants to help other companies in the online marketing industry to first determine how big their carbon footprint is - and then reduce it in a second step.

**Matt Navarra** has been keeping tabs on the latest updates, trends and features on social media for more than 20 years. With "Geekout," he has built up a brand for social media experts and a community. In his Facebook group with over 35,000 members, a podcast and the weekly newsletter, to which more than 30,000 people have subscribed, Matt shares tips, analyses, comments and insights. His expertise has made him one of the most sought-after social media consultants in Europe, having worked for Google, the BBC and the United Nations. Moreover, he is also in demand as an expert, frequently appearing on TV.

**Kati Ernst** is co-founder and CEO of ooia, which she founded together with Kristine Zeller in 2018. The venture introduced "period panties" to Germany. The start-up has already sold more than 1.5 million panties. At the beginning of 2024, Kati and her co-founder launched the successful "Lifestyle of Longevity" podcast, in which they share tips and insights on the trending topic of longevity. After her studies in Münster, Kati worked at McKinsey for twelve years, completed her doctorate on social entrepreneurship and is now also active on the board of the Startup Association and on the Advisory Board of the University of Münster's Business School.

Additional speakers at this year's event include entrepreneur and social media icon **Kim Kardashian**, marketing professor **Scott Galloway** and German sport tech billionaire **Carsten Koerl**. Furthermore, president of messenger app Signal **Meredith Whittaker**, US artist **Jeff Koons**, author and entrepreneur **Tim Ferriss** and music producer **Rick Rubin** will take the stage. Please refer to the official OMR lineup [here](#) for a complete list of all confirmed speakers.

## OMR Festival Tickets

The OMR24 Festival Pass is available for EUR 499.00 (net). [Tickets to the Finance-Forward-Conference cost](#) EUR 899.00 (net). Both tickets can be purchased [here](#).

Official press images are available [here](#).

Members of the press can apply for media credentials in the coming weeks on the [OMR Press page](#). Information regarding accreditation guidelines can also be found on the OMR Press page.

Please feel free to contact us 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 50,000 independent reviews on over 5000 tools in OMR Reviews OMR creates and cultivates original content and events year-round. Currently, OMR employs 350 people in Hamburg via [ramp106 GmbH](http://ramp106.com). For more information, visit [www.omr.com](http://www.omr.com).

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