

OMR announces next round of speakers: Kim Kardashian, Scott Galloway and Carsten Koerl to appear at the OMR Festival

Press release

Hamburg, January 11, 2024 – 2 days, 6 stages, 750 speakers: On May 7 & 8, 2024, the OMR Festival will play host to experts and influential figures from across the digital economy and marketing sector in Hamburg, Germany. The next wave of confirmed speakers is headlined by entrepreneur and pop culture icon Kim Kardashian, entrepreneur and marketing professor Scott Galloway, as well as German sports-tech billionaire Carsten Koerl.

The digital economy and marketing sectors will once again converge in Hamburg, Germany for the OMR Festival 2024 for two days in May. The Festival encompasses current trends shaping the digital landscape, groundbreaking developments in tech & platforms, AI, eCommerce, CRM and marketing. Conference attendees can expect an interdisciplinary program highlighted by insights from experts and animated debates between key decision-makers from across the digital economy. The expected crowd of 70,000 can look forward to a robust exchange of ideas with over 1000 exhibitors and partners at the Expo, in the 100+ Side Events and Guided Tours. The discourse-oriented OMR Masterclasses give partners and speakers a platform to present themselves as experts in their respective fields and to engage with a curated audience.

Roland Eisenbrand, Head of Content at OMR: “Our goal for OMR24 is to provide attendees with an insightful mix of business and entertainment. It is an industry meet-up for individuals from across the vast digital marketing space with a wide range of expertise – from economics to marketing and pop culture. We provide a stage to those persons who have made an impact on the digital marketing space and whose history, ideas and visions for the future can serve as a source of inspiration for everyone in attendance at OMR24.”

These speakers are confirmed for OMR24

Entrepreneur, business mogul, actor and producer **Kim Kardashian** first burst onto the scene in 2007 after the premiere of her hit E! Entertainment reality series “Keeping Up with the Kardashians” which ended in 2021 after twenty seasons. Kardashian and her family signed a new multi-year deal with HULU to create “The Kardashians”, which began

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airing in early 2022 and is now in its fifth season. In 2023, Kim starred in “American Horror Story” season 12 alongside Emma Roberts and announced two upcoming projects—as producer and star of a legal drama series created by Ryan Murphy and as producer and actor in the comedy film, “The Fifth Wheel”, which was sold to Netflix.

Kardashian is the founder of SKIMS, the solutions-oriented underwear, loungewear and shapewear brand, which launched in 2019 and is now valued at USD 4b. In 2022, she launched both her innovative skincare brand SKKN BY KIM and private equity firm SKKY Partners with Jay Sammons.

Kardashian, as one of the most followed social media accounts on the internet, uses her platform to bring awareness and attention to her fight for criminal justice reform and is currently studying for a law degree through the apprenticeship program in the state of California. She passed the first of two bar exams in December 2021. She is also a supporter of numerous charitable organizations including the Children’s Hospital Los Angeles, the Dream Foundation and disaster relief efforts including the fires in Los Angeles, and helped open the Robert G. Kardashian Center for Esophageal Health at UCLA.

Digital marketing expert and marketing professor at NYU Stern School of Business **Scott Galloway** is known for his predictions and critiques of actors in the digital economy: from rebuking the might of The Big Four and analyzing business models to praise for tech regulation passed by the EU. He shares his views on various TV appearances and podcasts, including influential business podcast “Pivot”, which he co-hosts with tech journalist and [fellow OMR24 speaker](#) Kara Swisher. Millions tune into his YouTube channel “The Prof G Show” for interviews with big-name guests and opinions on current tech trends. Furthermore, he publishes his takes via his newsletter “No Mercy / No Malice”, in several New York Times bestselling books and via his LinkedIn account, which is followed by 600k subscribers. Although a professor, Galloway has also put his theses into practice having founded nine companies, including digital intelligence company L2 which was sold to Gartner in 2017 for USD 160m. Galloway has also served on the executive board of directors for both the New York Times and Urban Outfitters.

Carsten Koerl is a German sports-tech billionaire. Beginning in 1997, Koerl helped lay the groundwork for what would eventually become betting platform BWIN. In 2001, he founded Sportradar, which has since evolved into a global sports data empire. From FIFA to the NBA, Sportradar is the official data partner of the biggest players in the sports industry and in turn makes its troves of data available to sports media and betting

providers. In total, Sportradar covers almost one million events in over 90 sports every year from its HQ in St. Gallen, Switzerland. In September 2021, Koerl and Sportradar made headlines in the USA by having global sporting icon Michael Jordan headline the company's IPO on Nasdaq. Jordan is among some very prominent investors in Sportradar, including Chelsea owner Todd Boehly and now former owner of the Dallas Mavericks. At the time of its IPO, the valuation of Sportsradar was a staggering USD 4.7b—and CEO Koerl heads a team of nearly 4000 in 20 different countries.

Visitors to the OMR Festival will also have the chance to see other major players from around the globe include, president of messenger app Signal **Meredith Whittaker**, American artist **Jeff Koons**, author and entrepreneur **Tim Ferriss** and music producer and executive **Rick Rubin**. Additional confirmed speakers include artist and designer **Colm Dillane**, better known as Kid Super, founders of digital platform ada **Miriam Meckel** and **Léa Steinacker**, entrepreneur **Bryan Johnson** and content creator **Mrs. Bella**. A complete list of confirmed speakers [is available here](#).

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,
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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, 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. For more information, visit www.omr.com.

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