



Agile Founder
Chief Digital Officer, Edding AG

Fränzi Kühne is Chief Digital Officer of Edding AG, was co-founder and long-standing Managing Director of TLGG GmbH, Germany's first social media agency, and was elected the youngest female member of the supervisory board of a listed company in 2017.

Fränzi's mission is to demonstrate the potential of technological and cultural change for companies and brands. She is a proven expert in new work, digital leadership and corporate organisation in the context of digitalisation and supports companies on their way into the digital future. She has been committed to promoting more women in management positions for years and is driving the necessary change in organisational and work culture.

As TLGG Managing Director from 2008 to 2019, Fränzi dealt with digital marketing and changes in companies in the course of digitalisation. Since then, she has been advising managers, founders, politicians, companies and administrations on digitalisation issues. Her focus is on the interaction between people, projects and organisational structures as well as on building a strong corporate culture.

Since 2017, she has held several mandates, including being Germany's youngest supervisory board member at Freenet AG, sitting on the supervisory board of Württembergische Versicherung AG and, since the beginning of 2022, also at edding AG. Here she lives her second favourite topic: New Work. In tandem, she is accelerating the digital transformation of the family-owned company and showing how new working models are also enabling change in traditional corporations. Fränzi sits on the advisory board of the political consultancy 365 Sherpas and advises companies in the areas of digitalisation, business transformation, leadership and diversity. As a trustee of the AllBright Foundation, she develops analyses and reform proposals for more diversity in companies and regularly publishes specialist articles on the topics of digitalisation, entrepreneurship and gender - since the end of 2022 even in her own column *innenansichten in Wirtschaftswoche.

In 2018, Fränzi Kühne was voted one of the '40 under 40' by Capital magazine, and in 2015 Edition F named her one of the 25 most important women of the digital future. As a sought-after speaker, Fränzi Kühne has made it her mission to bring digitalisation, business transformation, leadership and diversity to all levels of the company in order to actively initiate a change in direction.

Topics (Selection):

- CEO Communication in the 21st Century
- Why digitalisation only works with diversity
- How can brands best harness the potential of technological and cultural change?
- New Work