



**Expert on Generation Z**  
**Founder Digital8**

Paul von Preußen is building bridges between generations and for companies in transition. His passion is to encourage dialogue between generations and to shape change to everyone's benefit. With his start-up Digital8, he has made this his mission.

Paul von Preußen was born in 1995 and started various digital projects at Commerzbank as a student. He was employed there for a total of eight years in various positions, most recently as a board advisor until 2022. Paul is a direct descendant of the last German emperor and grew up in a family rich in tradition. He studied economics at the Berlin School of Economics and Law. After his bachelor's degree, he did a master's in Management Digital Business at the Frankfurt School of Science and Management.

With his startup Digital8, founded in 2018, Paul von Preußen connects digital natives and executives from a wide range of companies and organisations and prepares them for the generational shift with the help of exceptional consulting methods. Against the background that Generation Y and Z will soon make up the majority of employees and customers, Paul von Preußen wants to help ensure that the upcoming transition goes well, because in his view it is better to act than to have to react.

This is also the leitmotif of his sustainable lectures, into which he incorporates his experience as a digital native with corporate executives during his time as a board advisor. Paul von Preußen offers new perspectives on the biggest challenges, including digital ones, and wants his audience to master them with a thirst for action and with curiosity. In doing so, he presents the views and topics of GenZ in such a way that the different generations can meet at eye level in their everyday working lives.

**Topics (Selection):**

- Leading Digital Natives - Understanding and Leading Generations Z and Y
- Age Diverse Teams - How the Intergenerational Dialogue Succeeds • Trends & Tools of Generation Z
- • Social Media for Managers