



## **Presentations/ Speeches Portfolio**

**Frank Rehme**  
Innovator  
Entrepreneur  
Incubator

More than 35 years of working experience in retail and industry, the ongoing management of change and more than 25 years of leadership have left lasting experiences in Frank Rehme's profile. Working on future scenarios, innovation and the development of new business scenarios with a high focus on applicability are his passion.

As a longstanding head of innovation in a worldwide operating multinational retail group, Frank Rehme set national and international milestones in the retail environment, which he continues to do so in his own company „gmvteam GmbH“. He strives to meet the challenges of business needs in the 21st century with effective innovations, concepts and ideas.

Trends and diversification in society and economic systems are his passion, just as his steady curiosity for humans and social structures. Enriched with knowledge of neuroscience, he converts holistic approaches into new concepts and results with his customers.

In 2014, Frank Rehme and Claudia Lehmann (expert in Design Thinking training) founded the „denkulator, die Ideenmanufaktur“ (German for „idea manufactory“) in Düsseldorf. This is an inspirational location for creative processes and a spot for generating innovative ideas. Through presentations, speeches, coaching- and mentoring partnerships he passes his experience on. Also, he assists as business angel for young start-ups.

In his private surroundings, he campaigns for the donation „Kultur für Kinder“ (in German „culture for kids“), an initiative for international talent encouragement for children of disadvantaged families.



### **Contact**

**Frank Rehme**

Rather Kirchplatz 11  
D-40472 Düsseldorf

T. +49 211 59896507  
M. +49 160 94705975

[info@frank-rehme.de](mailto:info@frank-rehme.de)  
[www.frank-rehme.de](http://www.frank-rehme.de)

# Presentation and Speech Subjects

## 1. Retail specific

**Theme** From Change of Mind to Change of Commerce: Successful Retail in a Changing Society

**Description** This speech is about the change of the customer requirements in a very descriptive manner. The shopper doesn't fit into classical segments anymore, his behaviour is going hybrid more and more. Competing channels and increasing leisure time activities are the new competitors of the future commerce. The emotional experience at the point of sale creates more shopping impulse, establishment of context increases the value of experience and due to this the attractiveness of retail grows. The resulting change in the marketplace and the death of consisting players are as well critically reflected as the possible changes for a successful modification. The latest brain research insights are translated into practical value for the point of sale via an implementation oriented presentation of course of action.  
The character of the speech is very animated with a mix of serious and entertaining chapters. The auditorium is integrated into the speech very actively.

**Topics**

- 5 decades review: the customer on the way to becoming a professional
- The customer doesn't think in channels, he experiences thrilling retail formats
- Neuro marketing excursion: What's going on in the customers' brain in the moment of his buying decision and how do we use this?
- Learning from other industries: how to strengthen the residential format with new context.

**Recommended timeframe** minimum 35, rather 45 minutes  
very suitable as keynote

**Theme** Neuropackaging or the increasing Meaning of Packaging

**Description** Packaging is the interface between consumer and product, which is getting more and more important in the future. In saturated markets, the requirements of packaging are increasing to support unique selling points. Up to now the mission of packaging was transportation, protection and being advertising ambassador. Yet in the future, packaging will have more informational functions and will be important as impulse buying support. More and more packaging supports the transmission and fulfilment of product promises.  
The listeners get a deep insight into decision-making processes during shopping trips and experience how their own subconsciousness intervenes with their decisions. This speech approaches the factual and emotional level.

**Inhalte**

- 5 decades review: the customer on the way to becoming a professional
- Neuro marketing excursion: What happens in the customer's brain in the moment of the buying decision and how can we use this information?
- Offline vs. online, what does that mean for packaging?
- Learning from other industries: How to strengthen the residential format with new context.

**Recommended timeframe** minimum 35, rather 45 minutes  
Very suitable as keynote

## 2. Innovation

Theme	Aggressiveness 2025: Passion for Change!
<b>Description</b>	Google, Apple, Tesla, Facebook and Amazon: These companies have pushed borders and driven innovation not only in their respective segments. Courage, speed and especially curiosity for future and technology are the main drivers in these enterprises. It is often complained, that these qualities are forgotten in Germany. This speech points out that these very characteristics have built the base-ment of the German economic miracle. It clarifies, how digitization and globalisa-tion, which are often considered negatively, have highly improved the living condi-tions in Germany. This speech is mind-changing for many listeners and modifies the negative picture of change with a very high emotional approach.
<b>Topics</b>	<ul style="list-style-type: none"><li>• Look at the history of innovation and the development of technology, medicine and society.</li><li>• What's the DNA of successful companies and organisations?</li><li>• Elemental requirements of culture for future-oriented companies.</li><li>• Desire for changing via recognition of the own and social benefit.</li><li>• Mediation of strategies and operational recommendations for a pro-active fu-ture-configuration.</li></ul>
<b>Recommended timeframe</b>	45 – 60 minutes, very good as keynote or suitable as opener at company events. Performed very engaged and motivating, without a „chakka“-mode

Theme	Innovation between Hype, Mistakes and Practice
<b>Description</b>	Innovation has been the buzzword for the past few years. Each company wants to get more innovative. Equally approaches of structuring the management of ideas and formalizing creativity are increasing. The „Accelerator“ in Berlin, the „Inkuba-tor“ in Cologne, „Open Innovation“ or your own innovation team? What's the right track? This speech points out, how innovations can be transformed to a real busi-ness environment. It also shows which obstacles are to be overcome and how to prevent them. Because of the high percentage of experience, it is very suitable for a practical session and will be accompanied with a lot of questions afterwards.
<b>Topics</b>	<ul style="list-style-type: none"><li>• The honest view to the difference between concept and practise.</li><li>• Real experiences of implementation within 10 years operational responsibility in innovation.</li><li>• Dos &amp; Don'ts on the way to a successful implementation of ideas.</li><li>• What is the best innovation process?</li></ul>
<b>Recommended timeframe</b>	45 minutes, due to the high impulse factor, the exchange with the audience is usually rather vivid.

## Theme

## Digitization between Buzzword Bingo and Real World

### Description

Digitization is the current buzzword in all industries. But many people misunderstand what is really hidden behind these words. The current trend is, that companies without a Chief Digital Officer do not seem to get along anymore. The Digitization is changing the behaviour of the customers and consumers massively and thereby has an impact on each business model. On the other hand, most of the companies struggle to adapt their organisational structures to the new customer scenarios. There is also an increasing requirement to sharpen the knowledge about digitization of decision makers. As many examples of the sections Industry 4.0, Fintec and Insurtec show, false assumptions are still made and wrong paths are taken.

This speech illustrates the impact of digitization on business models in this field and consequences for industries that fail to act.

### Topics

- Changing of the shopper behaviour and impact on business models.
- What are the backgrounds of digital business models?
- Industry 4.0, IoT – how buzzwords lead to wrong decisions.
- Practical examples from different sections.

### Recommended timeframe

45 minutes

## Theme

## The Future City Langenfeld

### Description

This speech shows the flagship project in commerce and urban development for the next years: The Future City Langenfeld is model city for the innovative future of commerce and the adventure sphere inner city. Here, all innovation projects in the above-mentioned areas are bundled to answer the most important questions regarding the industry's future.

This speech is especially suitable for strategically interested people from commerce, city planning and promotion of economics and should be implemented in a suitable block.

### Topics

- Development of the residential commerce and the city centres.
- Innovation dilemma in the German commerce.
- Solutions through decentralized engagement.
- Introduction Future Retail Initiative of Langenfeld
- Introduction of the subprojects

### Recommended timeframe

30 – 45 minutes

The speech history can be downloaded via: <https://www.frank-rehme.de/speaker/>

### Booking request

Katharina Hohenhoff  
gmvteam GmbH

Rather Kirchplatz 11  
D-40472 Düsseldorf

T. +49 211 59895886  
[katharina.hohenhoff@gmvteam.de](mailto:katharina.hohenhoff@gmvteam.de)