Katja Kolmetz

**Personal Branding & Authenticity: How to show up for yourself!**

Visibility is an important factor in professional success, but what if you don’t like to brag about accomplishments or put yourself in the spotlight? In this session, we’ll unpick the concept of authentic personal branding and listen to the story of Katja Kolmetz, founder of the Berlin-based startup WaveMakers that set out to redefine leadership by empowering women and underrepresented groups to outgrow themselves without changing who they are or where they come from.

Katja Kolmetz founded the self-empowerment platform WaveMakers to enable a generation of diverse, authentic leaders and change outdated leadership norms. Her mission is to empower leaders and leaders-to-be to outgrow themselves without compromising who they are and where they come from.

Prior to her entrepreneurial journey, Katja was part of the leadership team that built SAP’s startup incubator SAP.iO and she led EMEA Tech Communications at Philips. She studied International Communication Management and started her career in Hong Kong. Katja is a passionate startup and career coach, gives lectures at universities across Europe, and she’s a finalist of the Digital Female Leader Award 2021 and the Tech Awards 2022.

Please register by 15 October: petra.metz@hu-berlin.de
Zoom link shared after registration