

Press Release  
TUM TALK IN HEILBRONN

**"Think, understand, manage":**

**The panelists on the podium**

The TUM Campus Heilbronn was once again successful in attracting high-caliber entrepreneurs and researchers for the fifth exchange between science and business.

**Speakers from the world of business at TUM TALK**

**Nicole Büttner** has been CEO & founder of Merantix Momentum since 2019. The company from Berlin conceptualizes, develops and operates artificial intelligence (AI) for SMEs and corporations. Büttner, who specializes in economics, is also a board member of the German Startups Association.

**Dr Gerald Karch** has been CEO of the TII Group since 2018. The specialist machine manufacturer from Heilbronn develops and produces heavy goods vehicles. Karch previously spent almost ten years as Managing Director and CEO of concrete pump manufacturer Putzmeister. He completed his doctorate at the Institute for Technical Mechanics and Applied Mathematics at the University of Karlsruhe.

**Christine Steger** has been Managing Director of cosmetics manufacturer Mann & Schröder since 2013. She oversees the areas of marketing, sales, development and human resources at the family-run company from Siegelsbach. The business administration graduate previously held positions at global cleaning products and household goods manufacturer Beckitt, amongst others.

**Speakers from the Technical University of Munich at TUM TALK**

**Professor Dr Thomas F. Hofmann** is the host of the fifth TUM TALK. The holder of the Chair of Food Chemistry and Molecular Sensory Science has headed the Technical University of Munich as President since 2019. He previously served as Executive Vice President for Research and Innovation since 2009.

**Professor Dr Helmut Krcmar** served as Founding Dean of the TUM Campus Heilbronn from 2018 to 2020. He was also the Commissioner of the President for the Heilbronn Campus of the Technical University of Munich until the end of September 2024. He moderates the TUM TALK.

**Professor Dr Daniel Cremers** has held the Chair of Image Processing and Artificial Intelligence at the Technical University of Munich since 2009. Prior to this, he held a chair at the University of Bonn, conducted research in California and worked as a scientist in the global research department of the Siemens technology group in Princeton (USA).

#### **Other speakers at 'Rethink.Mittelstand' (selection)**

**Florian Bankoley** has been Chief Digital Officer at Bosch Mobility since May 2024. Prior to this, he held a number of management positions in the IT and digital sector at the automotive supplier.

**Meline von Brentano** has served as Head of Digital Transformation Strategy at Palantir since 2012. The American technology company specializes in analyzing large volumes of data and is deployed by corporations, SMEs and public authorities worldwide.

**Professor Reinhold R. Geilsdörfer** has been Managing Director of the Dieter Schwarz Foundation for Science since 2016 and will become Chairman of the Management Board in the coming year. He previously served as President of the Baden-Württemberg Cooperative State University.

**Dr Berthold Schmidt** has been Chief Technology Officer (CTO) and a member of the Trumpf Executive Board since 2023. He had previously managed a variety of business areas in the field of laser technology at the family-owned company for ten years.

*All information can also be downloaded at:*

[Information for press and media | TUM Campus Heilbronn](#)

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