

Program

Thursday, 27 November 2025

9:00 a.m.	Check-in & get-together
10:00 a.m.	Welcoming Juliane Fenske, Executive Director/Proxy Sales Business Development & Marketing, HanseCom
10:15 a.m.	Wind-Driven Distribution Dirk Bestmann Head of Sales and Transportation, Hamburger Hochbahn AG, Germany
10:45 a.m.	Powering Up Sales by Adding Digital to the Mix Michael Schröder, Management Board, and Heiko Lindner, Head of Sales/Marketing, Kasseler Verkehrs-Gesellschaft AG (KVG), Germany
11:30 a.m.	Coffee break & time for exchanging ideas and experiences
12:00 p.m.	Digital and Connected Mobility in Urban and Rural Areas Dr. Claudia Elif Stutz, State Secretary at the Federal Ministry of Transport, Germany
12:30 p.m.	Omnichannel Retailing in Transit: Creating Solutions to Drive Loyalty and Seamless Journeys Stuart McLay, Head of Retail, National Express Bus, England
1:00 p.m.	Lunch & time for exchanging ideas and experiences
2:00 p.m.	The Mobility Transition as a Game Changer for Shaping the Future of Urban Life Dr. Anjes Tjarks, Senator for Transport and Mobility Transition of the Free and Hanseatic City of Hamburg, Germany
2:30 p.m.	Individual Freedom of Mobility in Public Transport: Utopia or Instant Reality? Klaus Bamberger, Head of Market/Customer, Wiener Linien, Austria
3:00 p.m.	4 in 20: Elevator Pitch-Style Presentation of Innovative Solutions ➤ Current trends in SaaS AVL/RTPI Tyrone Hardman, Business Development Director, Mattersoft, Finland ➤ Travel, Rotation and Duty Planning – The Integrated Triple Optimization for more Efficient Use of Resources Valentin Püttmann, Business Development Manager, INIT Mobility Software Solutions GmbH ➤ From Counting to Understanding: A New Take on Passenger Data Katerina Pekarek, Managing Director, DILAX Intelcom GmbH ➤ Charge Smarter, Not Harder – How to Save Electricity Costs through Smart Charging Maximilian Haag, Sales Director, CarMedialab GmbH
3:20 p.m.	Coffee break & time for exchanging ideas and experiences
4:00 p.m.	Mobility of the Future: Opportunities and Challenges in the Age of AI Prof. Dr. Stefan Gröner, Dean of Studies for Digital Management and Leadership, Fresenius University of Applied Sciences, Germany
5:15 p.m.	Conclusion & introduction to the second day Juliane Fenske, Executive Director/Proxy Sales Business Development & Marketing, HanseCom
5:30 p.m.	Get-together in the “Heritage Roof Top Bar”
6:30 p.m.	Bus shuttle to the evening event – As always, we will keep this a surprise! Meeting point: Hotel lobby

Further information: A short description of the presentations can be found here:
www.hansecomforum.com

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HanseCom
forum 2025

8:30 a.m.	Check-in & get-together
9:00 a.m.	Introduction to the second day of the conference Juliane Fenske, Executive Director/Proxy Sales Business Development & Marketing, HanseCom
9:15 a.m.	rnv as the Central Subscription Service Provider in the VRN Silke Dehoust, Head of Sales and Fares & Dierk Spatz, Head of System/Projects & Receivables Management and Deputy Head of Sales & Fares, Rhein-Neckar-Verkehr GmbH (rnv), Germany
9:45 a.m.	Transforming Institutional Engagement Through the STA Connect Mobile App Dainon Setzer, Business Development Manager, Spokane Transit Authority (STA), USA
10:15 a.m.	From Paper to Platform. Our Path to Digital Impact: Goals, Common Pitfalls and Hard Learnings Steffen Müller, Transport Operations Manager, Stadtwerke Hamm, Germany
10:45 a.m.	Coffee break & time for exchanging ideas and experiences
11:30 a.m.	Panel Discussion: "Right Here, Right Now: Empower the Change!" Ulrich Sieg, Consultant for public transport and former Board Member of Hamburger Hochbahn, will discuss current trends and challenges in the mobility industry with: ➤ Prof. Dr. Alexander Pischon, Chairman of the Management Board, VBK – Verkehrsbetriebe Karlsruhe, Germany ➤ Prof. Dr. Stefan Gröner, Dean of Studies for Digital Management and Leadership, Fresenius University of Applied Sciences, Germany ➤ Michael Schröder, Management Board, Kasseler Verkehrs-Gesellschaft AG (KVG), Germany
12:45 p.m.	Conclusion of the conference Juliane Fenske, Executive Director/Proxy Sales Business Development & Marketing, HanseCom
12:55 p.m.	Lunch & conclusion of the event

Breakout Sessions



Would you like to delve deeper into selected hot topics for the mobility industry?
These breakout sessions provide you with hands-on advice and best practices derived from German and international mobility projects:

27 November 2025

12:00 to 1:00 p.m.

**Tapping into new Target Groups:
The Deutschlandticket Job Ticket as
a Booster for Increased Sales and
Sustainable Mobility**

Horst Wendelmuth, PreSales, &
Marius Schrewe, Sales, HanseCom

28 November 2025

9:00 to 10:00 a.m.

**ABT with TapNGo – or: Boarding
Local Transportation Worldwide the
Easy Way**

Sascha Heyer, Product Manager,
INIT GmbH

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11:30 a.m. to 12:30 p.m.

**Making Public Transport Irresistible:
Global Strategies to Shift from Car
to Transit**

Torben Schrötke, PreSales International
Business Development, HanseCom

The number of participants is limited. You can let us know if you are interested in a breakout session when you register for the HanseCom Forum. You will then receive the required information for registration in good time before the conference.