

# Key Insights & Highlights



## Women in Tech Berlin Technology's Social Impact



# Fireside Chat Johanna Reinert, Billie Green

## How Billie Green is Taking on the FMCG Giants.



Our fireside chat speaker, Johanna Reinert, shared Billie Green's inspiring journey: founded in 2022 as part of InFamily Foods, the brand is now on its way to becoming fully independent. Transitioning from traditional meat processing to plant-based products came with significant challenges, but Billie Green has quickly grown into one of Germany's leading plant-based brands, reaching €20M in revenue within just two years.

The key takeaways from her talk:

- Billie Green transformed from a traditional meat background to a plant-based leader, reaching €20M revenue in two years.
- Success came from a clean label approach, niche categories, strong retail partnerships, and leveraging production capacity
- Milestones include full German retail coverage, entry into Austria and Switzerland, and strategic partnerships for international growth

# Keynote Brenya Adjei, Managing Director, gematik

## Transforming Healthcare – A Female Leader’s View



Our keynote speaker, Brenya Adjei, Managing Director at gematik GmbH, shared her perspective on transforming healthcare through digitalisation and leadership. Her keynote emphasised that innovation in healthcare is ultimately about people, collaboration, and creating structures that empower diversity and female leadership.

The key takeaways from her talk:

- **From tech to insights:** Focus on needs in healthcare.
- **Start with yourself:** Transformers transform themselves first
- **Collaboration as superpower:** Systematic innovation requires a strong facilitator
- **Building inclusive structures:** Creating frameworks for female leadership and boosting representation are essential for sustainable change in healthcare

# Our Panelists



**Emily Eichenlaub**  
Head of Communication &  
Partnerships, LifeTeachUs



**Kerstin Bock**  
Co-Founder & CEO Openers &  
Angel Investor



**Lara Obst**  
Co-Founder,  
ClimateChoice

# Panel Discussion

## Technology's Social Impact



Our panel explored how technology can drive meaningful change in education, climate action, and impact investing. Emily Eichenlaub showed how LifeTeachUs scaled from a volunteer initiative to a platform connecting thousands of volunteers with schools. Lara Obst explained how ClimateChoice helps companies tackle complex Scope 3 emissions. Kerstin Bock emphasised the role of impact investing, especially in FemTech, and the need to close the gender gap in tech and funding.

Here are the key takeaways from our discussion:

Technology can be instrumental in solving real social problems, from teacher shortages to the climate crisis, but challenges like securing access to funding, acquiring high-quality data and recruiting high-skilled workers can make growth difficult for social impact organisations.

# Interactive Workshop

## Impactful Design Thinking



The workshop explored how Design Thinking can address complex social and environmental challenges through a user-centered approach. Participants learned the principles of Enterprise Design Thinking and applied them in hands-on exercises, from defining problems to creating innovative solutions.

Real-world examples, such as the GE Adventure Series, illustrated how empathy and iterative design can transform technical solutions into meaningful experiences.

Here are the key takeaways:

- Start with empathy: Understand users before jumping to solutions
- Divergent and convergent thinking: Explore broadly, then focus on evidence-based idea
- Design for experiences, not just products: Shift from technical functionality to holistic user journeys
- Collaboration matters: Cross-functional teamwork drives creativity and impact
- Prototype and iterate early: Test ideas quickly, gather feedback, and refine continuously

# Interactive Workshop

## Prompting more sustainably



The workshop focused on raising awareness of the high resource consumption of GenAI and developing new habits for prompts in order to conserve resources. Led by Atousa Khajehpour Khoei, participants explored how they use GenAI and prompting. Some statistics were analysed on how many resources of energy and water are necessary for GenAI prompts comparing to traditional search engines and how they can be reduced using efficient prompting..

Here are the key takeaways:

- GenAI consumes significant resources but its use is inevitable
- Three good prompts beat ten poor ones
- Sometimes, a simple Google search is the better option
- Adopt five practical habits for mindful prompting
- Always optimise your prompts for efficiency

We'd love for you to be part of our Women in Tech community.

**Get in touch** – together, we'll find the perfect opportunity for you to join the conversation and inspire others.



Melanie Warzyc  
Corporate Communication and  
Event Manager  
[melanie.warzyc@ibmix.de](mailto:melanie.warzyc@ibmix.de)

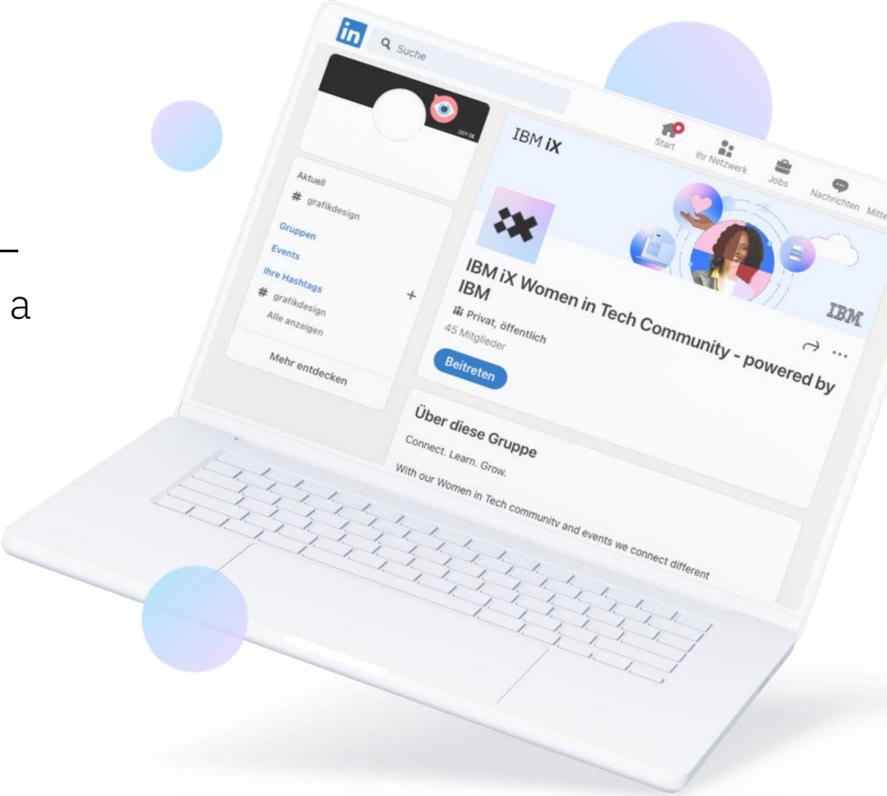


Annika Witt  
Marketing Managerin  
[Annika.witt@ibmix.at](mailto:Annika.witt@ibmix.at)



# Women in Tech LinkedIn group

Join the “Women in Tech Community – powered by IBM” LinkedIn group. It is a place to connect and engage in meaningful discussions.



# Women in Tech Community Hub

Check out our Women in Tech community Hub for more information and continuous updates on upcoming events, and interesting news.

