



Annika Kreil

District 14

Citizenship:
Germany

- Pursuing Master of Science in management and technology, Technical University Munich (TUM) School of Management, Germany
- Bachelor's degree in business administration, Ludwig Maximilian University of Munich, Germany

Annika Kreil, who grew up in a time of rapid technological progress, believes the current generation is at the beginning of a digital revolution. With the mindset that entrepreneurial thinking is the key to finding efficient and sustainable solutions for future challenges, she completed a bachelor's degree in business administration and participated in an add-on program at the Center for Digital Technology and Management (CDTM) that focuses on entrepreneurship and digital innovation.

At CDTM, Annika learned that the success of technology startups is not only strongly dependent on engineering, but also management skills. In an interdisciplinary team with students from different countries, she helped startups to develop their first prototypes and consulted with them on their growth strategies. Her master's program allows her to deepen her knowledge at this interface. During stays abroad in Maastricht, Netherlands, London and New York, Annika gained international insights into the interdependencies of technological innovation and regulatory policies.

Female entrepreneurs are still rare, especially in tech-related fields. In her future profession, Annika strives to be a role model for women who consider launching their own startup by leading her own business in the field of digital technologies.