

24. October 2023

1 p.m. – 3 p.m.

at the University Hohenheim

EMPOWERING SALES – DATA-DRIVEN SALES OPTIMIZATION AT WÜRTH

Dive together with Würth into the fascinating world of data-based direct selling and omnichannel transformation. Cosy get-together!

Would you like to know more about...

- ... how one of the most successful family businesses has managed to achieve an annual growth rate of 20 % since its foundation?
- ... how digitalization transforms the business model of a traditional direct selling company?
- ... how you as a data analyst can take a pioneering role in the Würth Group?

WHO WE ARE

The Würth Group is the global market leader in its core business: the production and sale of assembly and fastening technology. It currently consists of more than 400 companies in over 80 countries with more than 85,000 employees on its payroll. Approximately 43,000 of those employees in sales maintain close ties with our customers. According to the annual financial statements, the Würth Group generated EUR 19.9 billion in sales in the 2022 fiscal year. A new record.

What you can win: Each member of the winning team of the case study will receive a cordless **drill driver ABS 18 COMPACT M-CUBE**.



YOUR HOSTS



Bernd Mai
Head of Sales Analytics & Big Data Analytics,
with Würth for 10 years



Simon Dietz
Big Data Analytics,
with Würth for 5 years

YOUR APPLICATION

We look forward to your workshop application including your CV.

Please send your application to simon.dietz@wuerth.com by 13. October 2023

A maximum of 20 participants can take part in the workshop. Good knowledge of data analytics, including suitable analysis tools, would be helpful.

Depending on the participants, the workshop will be held in German or English

TIME FOR YOUR FUTURE. TIME FOR WÜRTH.

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