

## FOR IMMEDIATE RELEASE

April 24, 2019

### TOP BUSINESS CONFERENCE WITH CHAIRMAN OF SIEMENS AND MÆRSK AT EU BUSINESS SCHOOL BARCELONA

- **EU Business School is excited to announce that the chairman of Siemens and Mærsk, Jim Hagemann Snabe, will come to Barcelona to talk about his career and new business model on April 29 in l'Auditori.**
- **Mr. Snabe will present the revolutionary new management model devised with Mikael Trolle, CEO and partner of Dreams & Details Academy.**
- **Peter Vanham, lead writer and US media lead at the World Economic Forum, will interview Mr. Snabe and Mr. Trolle about their illustrious careers and how their management model will transform businesses.**

On Monday, April 29, 2019, EU Business School will welcome chairman of Siemens and Mærsk, Jim Hagemann Snabe, to share insights gleaned from a career at the top of some of the world's largest companies. Mr. Snabe's stellar career has spanned industries from software and technology to shipping and finance, and he has gained a reputation for transforming companies and embracing digitalization. Known as Europe's leading industrialist, he will explain how his professional experience has contributed to the innovative management model he co-designed with Mikael Trolle, CEO and partner of the Dreams & Details Academy.

Mr. Snabe and Mr. Trolle will then present their book *Dreams & Details*, which describes the radical new management model which they created drawing on knowledge and experience gleaned from the arts and the world of sports. Successful businesses, they believe, should formulate a 'dream' that everyone in the company can get behind, and identify the 'details' that teams should focus on.

Mr. Snabe and Mr. Trolle will be interviewed about their professional trajectories and the topics raised in their book by Peter Vanham, lead writer and US media lead at the World Economic Forum.

The event will take place at l'Auditori in Barcelona on April 29 at 11 a.m.

It is part of the influential 'Learning from Leaders' series which plays a key role in the exclusive, hands-on, experiential business education provided by EU Business School. This gives students the opportunity to gain insights from top executives into the latest business trends, strategic concepts and the day-to-day running of some of the world's biggest organizations.

For more information about EU, contact the communications department at +34 93 201 81 71 or [communications@euruni.edu](mailto:communications@euruni.edu) or visit [www.euruni.edu](http://www.euruni.edu)

**About EU:** Established in 1973, EU Business School (EU) is an international, professionally accredited, high-ranking business school with campuses in Barcelona, Geneva, Montreux, Munich and online. Offering English-taught foundation, bachelor's, master's and MBA programs, it is ranked among the top business schools globally and has been awarded four stars in Business Excellence by QS Stars. Students at EU benefit from an international environment with students and faculty comprising over 100 nationalities. Its programs include state-accredited degrees from the University of Derby, U.K., and the University of Roehampton in London and state-recognized master's and MBA degrees from the Universidad Católica de Murcia (UCAM), Spain.