

Press release

BeyondGenderAgenda makes Diversity an Executive Responsibility

Düsseldorf, July 15, 2021 - Today BeyondGenderAgenda is launching a print and digital campaign with the slogan "Diversity is our Responsibility". A total of 41 top managers from the German economy, including 13 DAX 30 CEOs, are showing their face, and are thus committed to the diversity initiative's demand that "Diversity must become an Executive Responsibility".

With the publication of the diversity study [German Diversity Monitor](#) in September 2020, BeyondGenderAgenda addressed four demands to the German economy: (1) a holistic understanding of diversity, (2) definition of key performance indicators, (3) diversity is an executive responsibility and (4) the establishment of an inclusive work environment. The diversity initiative is now emphasizing the third demand with the support of 41 top managers, including 13 CEOs of DAX 30 companies.

"As an economic success factor, diversity must be the responsibility of the board of directors or the Management. I am very pleased with the commitment of leading CEOs and top managers to our central demand, 'Diversity must become an Executive Responsibility'. They underline the importance of diversity, equal opportunities and inclusion for their company and give weight to the necessary transformation of the German economy," explains Victoria Wagner, founder and CEO of BeyondGenderAgenda.

For participation in the campaign, BeyondGenderAgenda did not review or evaluate the DE&I activities of the companies. Rather, involvement is to be understood as a public self-commitment by the respective protagonists and the associated companies. To BeyondGenderAgenda's knowledge, the anchoring of responsibility for diversity in corporate management is a key factor for the successful transformation towards a company characterized by diversity, equal opportunities and inclusion.

The campaign will be published via eye-catching print ads as well as on BeyondGenderAgenda's social media channels.

The full list of participants can be found on the following page and at [BeyondGenderAgenda.com/en/chef-innensache](https://www.beyondgenderagenda.com/en/chef-innensache).

Contact:

Beyond Gender Agenda GmbH

Kaiserswerther Straße 282

40474 Düsseldorf

Germany

Mobile: +49 175 5815 464

Nadine.Schulz@BeyondGenderAgenda.com

www.BeyondGenderAgenda.com

About BeyondGenderAgenda

BeyondGenderAgenda has set itself the goal of securing and expanding the international competitiveness of the German economy in the long term by integrating Diversity, Equity & Inclusion (DE&I) into the DNA of listed and medium-sized companies. Based on the clear connection between DE&I and business performance, equal opportunities of managers with disability, of different gender, age, cultural and social background, sexual orientation or gender identity in the composition of board positions and supervisory board mandates should be ensured and thus a change of culture involving politics, society and economy be brought about.

41 CEOs and Top Managers, who make Diversity their own Responsibility

In alphabetic order by company name, no ranking

1. Kasper Rorsted, adidas AG
2. Andreas Ronken, Alfred Ritter GmbH & Co. KG
3. Oliver Bäte, Allianz SE
4. Dr. Jörg Ehmer, Apollo
5. Pierre Godart, ArianeGroup GmbH
6. Dr. Alexander Vollert, AXA Konzern AG
7. Werner Baumann, Bayer AG
8. Vincent Warnery, Beiersdorf AG
9. Sebastian Holtz, Carlsberg Deutschland
10. Belgin Rudack, Creditplus Bank AG
11. Ola Källenius, Daimler AG
12. Niklas Östberg, Delivery Hero SE
13. Martin Seiler, Deutsche Bahn AG
14. Christian Sewing, Deutsche Bank AG
15. Dr. Theodor Weimer, Deutsche Börse AG
16. Dr. Thomas Ogilvie, Deutsche Post DHL Group
17. Tim Höttges, Deutsche Telekom AG
18. Sabine Mueller, DHL Consulting
19. Susanne Aigner, Discovery GSA & Benelux
20. Tina Müller, Douglas Group
21. Dr. Leonhard Birnbaum, E.ON SE
22. Jason Altman, Enterprise Holdings
23. Birgit Frohnhoff, Fiducia & GAD IT AG
24. Rice Powell, Fresenius Medical Care
25. Oliver Schoeller, Gothaer Konzern
26. Andrea Wasmuth, Handelsblatt Media Group
27. Thomas Schmidt, Franz Haniel & Cie. GmbH
28. Carsten Knobel, Henkel AG & Co. KGaA
29. Dennis Balslev, IKEA Deutschland
30. Dr. Reinhard Ploss, Infineon Technologies AG
31. Dr. Stephanie Coßmann, LANXESS AG
32. Jonas Brennwald, LIXIL EMENA
33. Peter Bakenecker, Mastercard
34. Julia Reuter, Mediengruppe RTL Deutschland
35. Andrea Euenheim, METRO AG
36. Christian Klein, SAP SE
37. Melissa Di Donato, SUSE S.A.
38. Gabi Schupp, Villeroy & Boch AG
39. Dr. Hannes Ametsreiter, Vodafone Deutschland
40. David Schneider, Zalando SE
41. Sabine Jaskula, ZF Group