



## Rahmyn Kress

Founder & CEO

WeVee Technologies

Rahmyn Kress has over 20 years of experience in delivering digital strategies for the biggest media, entertainment and technology brands in the world. An entrepreneur with experience in working with Fortune 500 companies as well as start-ups, he is known to drive digital transformation within highly-matrixed, international organizations, bringing together commercial and product groups, creating new consumer experiences, changing consumer behaviour, driving new commercial models, and reinventing companies, products and experiences for the new digital era. His ability to bring together diverse groups of individuals to accelerate momentum and the delivery of a united vision towards measurable impact, has become one of his signature traits. Linked to his innate gift for identifying top talent, generating successful teams and fostering the right conditions for success, Kress embodies and instils in his collaborators a rare balance of entrepreneurial vision, business acumen and social commitment, needed for industrial leaders to thrive in today's marketplace.

Combining his entrepreneurial spirit, technical expertise and professional network, he recently embarked on a mission towards tackling climate change, triggered by his personal need to play an active role in building a better future for generations to come. In early 2021, Kress Founded WeVee Technologies Ltd. Through his experience in industrial disruption and transformation, he is positioning the company as a new generation cleantech company, dedicated to developing, operating and licensing technology platforms, which accelerate the switch to e-mobility and sustainable consumption.

Headquartered in London with its Central European Operations based in The Netherlands, WeVee's Technology Platforms and Services include a community demand driven Travel & Navigation App, that brings turn by turn navigation, personalized amenity-based route planning and charging via its unified single payment gateway solution at 260k European charging stations. The companies B2B eMaaS Platform (eMobility as a Service Corporate Employer Leasing Platform) delivers a fully managed service from order to delivery via a customised plug' n play platform, enabling quick implementation of country-specific benefits schemes and accountable ESG activity, without incremental effort for the employer. With over 400 make/models to choose from and real-time personalised pricing, ordered in 5 steps, saving employees up to 40% on private leasing.

Previous to WeVee Technologies, Rahmyn founded HumanCapitalNetwork to actualize the boundless potential that comes when ambition is connected to insight and capability. A platform bringing about commercial viability and wide-reaching social positivity through its hyper-connected and high-impact network of entrepreneurs, Fortune 500 C-Suite execs, academics and venture capitalists. Through HumanCapitalNetwork ambitious entrepreneurs looking to scale were able to connect to C-suite influence. Visionary corporates seeking to accelerate pioneering innovations and digital transformation gained insight into the pivots and emerging innovations required to retain relevance. And together with VC funds and family offices were guided to a more streamlined route to market.

His proven innovation models make him a trusted CEO and board advisor. Kress is a board member of the World Economic Forum's (WEF) Platform Economy focused on accelerating digital transformation. He is also a member of WEF's COVID Response Alliance for Social Entrepreneurs. This WEF Alliance sets out to coordinate support for social entrepreneurs on a global scale by bringing together leading global organizations. It currently supports over 5000 social entrepreneurs in helping over 900 million people in 190 countries, serving the needs of excluded, marginalised and vulnerable groups, who are disproportionately impacted in this crisis.

When it comes to disruption, Kress is celebrated as both its most trusted guide and bold catalyst. A reputation acquired early on in his career, where Kress demonstrated an immediate ease for complex problem solving by effectively and swiftly implementing calculated pivots and organisation wide progress initiatives. Kress first did this as a media executive at Universal Music Group where he helped navigate them through the first wave of digital disruption that shook the media industry in the late 90's. And then as president and CEO of Digiplug, where he effectively repositioned it as the leading SaaS media management and delivery platform that was acquired by Accenture. Then at Accenture Kress was appointed as general partner of Accenture Ventures for Europe, Latin America and Africa.

Thereafter Kress was brought on to serve an ambitious mission driven appointment at large German DAX FMCG and Chemical company as Chief Digital Officer and Executive Digital Committee Chairman. His mandate was to fast track their global digital activities across all business units and a shift in culture by building a new digital technology backbone and sustainable business model innovation, which he successfully accomplished within his 3 year mandate. Kress also founded an open- innovation platform within the same company, accelerating its entrepreneurial transformation that during his tenure was recognised as one of the top 20 innovation platforms. This project further developed grew a Ventures arm that lead to Kress having \$150 Million under his management.

Fiercely devoted to diversity and representation, Kress is a Founding Partner of AccelerateHer that serves to address women's underrepresentation in technology and member of MCC (Male Champions of Change) that seeks to redefine men's roles as allies to women that actively tackle gender inequality. Kress is also deeply committed to creating awareness around the misperceptions of neurodiversity, specifically dyslexia and ADHD. In this effort he founded BeautifulMinds which fosters educational opportunities and access to early diagnosis in underserved communities. All in an effort to destigmatize neurodiversity and turn it into the superpower it can become when properly harnessed, Kress has forged partnerships with a shared goal to help bring 50 beautiful minds by 2025 into fortune 500 boardrooms.

As an expert in change management, organisational behaviour and behavioural economics Kress has co-authored several bestselling books on the subject. He is also a regular contributor to key publications on the opportunity presented to companies and institutions who effectively leverage investments in entrepreneurship to maintain relevance and contribute to the growth of the European economy.

His personal engagement and relentless passion to actively work for equal opportunities, cultural diversity and inclusion, and education, made him a trusted and well respected transformation/ innovation partner in the Industry and Public sectors. He is an ambassador for #updateDeutschland, the co-creation initiative of "Project Together", under the auspices of the Federal Chancellery. Kress also serves on a number of Executive Boards in Europe.

In his off the grid moments Rahmyn spends time with his family, enjoys travelling, loves cooking and collects experiences and gadgets.

Rahmyn Kress studied economics, sociology and completed his academics with a Ph.D. in Organisational Behaviour.