

# HANNES ALBRECHT



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Based in Munich, Germany, he is the founder of how-to-OKR.com and is a real OKR practitioner. With a professional background in marketing and sales, he looks back to more than 20 years of leadership and management experience in fast-growing, international organizations.

He has used OKRs in his professional life and since 2013 he has specialized in OKRs, helping teams and organizations worldwide on how to implement and optimize OKRs. During his talk, Hannes will discuss what strictly cascading goals throughout organizations are about as well as the impact of purely KPI-driven companies and how OKRs bring a different perspective in.

