

Laura Lewandowski

Laura Lewandowski is an expert in digital business models and social media storytelling. In the process she deals with the transformation of modern careers in the technological age, as well as the development of independent businesses. The former journalist (Deutsche-Presse Agentur) jumped into the deep end of self-employment in her mid-20s. In just a few years, she has built up a considerable portfolio with which she proves how smart working can be the biggest lever for self-empowerment - for each and every one of us!

Laura now fascinates over 150,000 people on social media with her journey: As the author of the Smart Chiefs newsletter, which is one of the most successful in its sector in the DACH region, she shares tips for starting "your own thing" - from productivity and mental health to artificial intelligence. On YouTube, she has already interviewed international stars such as Wim Hof, Wladimir Klitschko, Toni Garrn, Jay Shetty and Nico Rosberg.

In 2023, Laura co-founded Rethink Careers GmbH, which helps people to build a self-determined career portfolio. She is involved in the creator startup Passionfroot as a business angel and has worked as a consultant and creator with companies such as Audi, Meta, Uber and Allianz.

The young mum also uses her reach to campaign for the compatibility of family and career. Since 2023, she has been selected as a mentor for the German federal government's. She has received numerous awards for her work, including LinkedIn Top Voice, 30 under 30 Journalists (Medium Magazine), Top Women 100 (Focus Magazine), Xing Top Minds, Digital Female Leader Award