



## MARLON ROSENZWEIG

Co-Founder & CEO



### Media contacts

Klaas Geller

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Pia Senkel

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More than ten years ago, Marlon Rosenzweig worked a side job in the fashion industry while studying politics, economics, and philosophy. Here, he had a valuable epiphany: That companies often do not know how to fully utilize the full potential of a student workforce, who in turn are unable to expand their skills working ill-fitting jobs.

Without further ado, the idea for WorkGenius was born: A new link between talent and work that enables companies to harness the power of freelancing and find top talents for their high-paying projects.

Marlon now works out of New York most of the time. Even before founding WorkGenius, he was able to stand out as an expert on freelancing and digitization as a speaker at the prestigious SXSW 2018 conference in Austin, Texas

## SPEAKER-EXPERIENCE

### SXSW future of work

Austin, USA

2018

### CNBC Interview

How College Students Can Earn \$40,000 Per Year

New York City, USA

2017

## CV

### Co-Founder and CEO

WorkGenius | New York

2019 - Heute

### Co-Founder and CEO

Mylittlejob | Hamburg

2012 - 2018

### Undergraduate Research Assistant: Economics

Lancaster University | Lancaster

2011 - 2012

## FOCUS-TOPICS

Labour markets and freelance trends

Digitalisation of staffing/HCM

Skill based hiring

Freelancing and the social/welfare system



## DANIEL BARKE

Co-Founder & CEO



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Daniel Barke worked various side jobs during his studies, which had little to do with his major of International Business Management. Thanks to these experiences, right after finishing his degree in 2012, he founded a platform which mediated a student to companies.

But students rarely work for the same company with long-term prospects - a circumstance that led Daniel to the idea for WorkGenius: A new connection between talent and work that allows companies to reap the benefits of freelancing for themselves and to find top talents easily and efficiently.

Barke also shares his extensive knowledge of the labor market, digitization, and human resources in his Free Talent Podcast and various speaker experiences and thus has proven himself as an expert in the field of the modern labor market.

## SPEAKER-EXPERIENCE

### Ada Lovelace Festival

Berlin  
2019

### 12hrs.us

Hamburg  
2019

### Bucerius Lab / Zeit Stiftung

Hamburg  
2018

## CV

### Co-Founder and CEO

WorkGenius | Hamburg, New York  
2019 - Heute

### Co-Founder and CEO

Mylittlejob | Hamburg  
2012 - 2018

### Asset Management Intern

Berenberg Bank | Hamburg  
2010

## FOCUS-TOPICS

Flexible Workforce – Freelancing as a vision of the future

Shortage of a skilled workforce and migration to Germany

Differences in founding and startup-culture between the US and Germany