



European Technology Summit



Max Kreijn

Co-Founder, Strategy & Product
NearSt

Max is co-founder and CSO at NearSt, a retail technology company getting people back into real shops. The company's Real-Time Local Inventory technology is revolutionising the idea of physical shopping. By connecting the world's local inventory to the web, NearSt is making it faster and easier to buy something from a shop just around the corner than ordering it online.

An ex-Ogilvy Strategist and Tech Innovation Consultant, Max helped traditional companies and markets innovate like technology startups. His successes involved working with both corporates and startups using his innovation methodology Open Activation on which NearSt is built.

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