

Hollywood star turned entrepreneur: Jessica Alba, founder of The Honest Company and Honest Beauty, will hold this year's closing keynote speech at Bits & Pretzels in Munich

Munich, July 30, 2019 - Europe's founders festival Bits & Pretzels proudly announces Jessica Alba as a keynote speaker. The conference is excited to welcome globally recognized business leader, entrepreneur, advocate and actress to the stage. "We are extremely happy that Jessica Alba accepted our invitation. She is a powerful entrepreneur who fits Bits & Pretzels perfectly with her purposefulness and desire for change." say Bits & Pretzels-Hosts Andy Bruckschloegl, Dr. Bernd Storm van's Gravesande and Felix Haas. The entrepreneur and actress will hold the closing keynote during the event in Munich from September 29th to October 1st, 2019.

Alba, best known for her role in "Dark Angel" and Hollywood blockbusters ("Sin City", "Fantastic Four"), founded The Honest Company in 2011. The mission-driven company provides trusted and effective products across a wide range of consumer categories.

As an outspoken advocate for safe childcare products, Alba is the driving force behind the brand. She guides the overall vision for The Honest Company and oversees the business in partnership with CEO Nick Vlahos. While the company launched with 17 products it skyrocketed into success, with a wide range of items across the baby, personal care, home, vitamins & supplements and beauty categories, selling over 100 products.

In her keynote, the actress turned entrepreneur will talk about her personal journey to become the founder of a reportedly billion-dollar company. In conversation with Tina Müller, Group CEO of Douglas, Europe's leading premium retailer that introduced Honest Beauty exclusively to the European market, she will discuss the unique partnership both companies are teaming up for.

About Bits & Pretzels

Bits & Pretzels is an application-only, three-day festival that connects 5,000 founders, investors, startup enthusiasts, and all other decision-makers of the startup ecosystem. The festival takes place in a unique setting around the Oktoberfest in Munich from September 29th – October 1st, 2019. The most successful founders from all around the world, as well as young aspiring entrepreneurs, will meet at the event for inspiration, learning, and matchmaking.

The history of Bits & Pretzels started in September 2014. In just a few years, the festival gained international attention with high-class speakers such as Sir Richard Branson, Kevin Spacey, many top CEOs, as well as founders of Airbnb or Delivery Hero, Zendesk. Further information: <https://www.bitsandpretzels.com/>

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