

## **Presentation**

### **Social media as a game-changer for SMEs: Driving customers, talent and growth**



**Dina Reit**

CEO

SK Laser GmbH

Wiesbaden, Germany

## **Biography**

Managing Director of SK LASER GmbH

Dina Reit is the Managing Director of the mechanical engineering company SK LASER, which she leads in the second generation.

She completed a dual degree in Economics, Art History, and Philosophy in Frankfurt and London, as well as a Master's in Management at EBS University and EM Lyon.

On LinkedIn, she is an influential voice and co-hosts the succession podcast "Hermann & Ich." She is fully involved in the company's operations, with a focus on marketing, digitalization, HR, and finance.

In 2022, she was named Family Entrepreneur of the Year (STARTUP TEENS) and recognized as one of the Top 100 Women (Focus Magazine). In 2023, she was listed among the Top 40 under 40 (Capital) and honored as a Future Maker (Business Insider). In 2024, she was recognized as one of the 100 Most Influential Women in the SME sector (DUP).