

# LIZ MOHN

Leading a dedicated life





# LIZ MOHN

Leading a dedicated life



Encounters: Liz Mohn with World Bank President Jim Yong Kim (2013); Dr. Wolfgang Schüssel, former chancellor of Austria, and Michael Spindelegger, Austrian vice-chancellor (2012); and Kofi Annan, former secretary-general of the United Nations (2006).



- 8 **Leading a dedicated life**
  - 9 **Entering the working world**
  - 10 **Continuing the family tradition**
  - 12 **Supporting the Bertelsmann Stiftung**
  - 14 **Championing the cause for stroke survivors**
  - 16 **Launching the careers of young singers**
  - 18 **Building bridges**
  - 20 **Honors**
-



Following the death of her husband Reinhard Mohn in 2009, Liz Mohn continues as the fifth generation of the Bertelsmann/Mohn family to head the Bertelsmann media group. Today, the group is a global organization consisting of over 1,000 companies with more than 100,000 employees in some 50 countries worldwide.

Liz Mohn serves as chair of the Shareholders' Meeting and of the Steering Committee of Bertelsmann Verwaltungsgesellschaft mbH and is a member of the Supervisory Board of Bertelsmann SE & Co. KGaA. At the Bertelsmann Stiftung, a nonprofit foundation dedicated to promoting social change, she serves as the vice-chair of both the Executive Board and the Board of Trustees.



Friederike Bertelsmann, Reinhard Mohn's grandmother.



Liz Mohn and German Chancellor Angela Merkel at the award ceremony for the 2011 Reinhard Mohn Prize.



Liz Mohn with German Minister Ursula von der Leyen at the conference "Future Model: Social Market Economy" in 2011 in Berlin.



Discussing opportunities for young people in Spain: Liz Mohn and Prince Felipe of Spain in 2013.

As a business leader, Liz Mohn, a mother of three is dedicated to maintaining an entrepreneurial tradition that places equal emphasis on economic performance, people-focused management and corporate social responsibility. "With ownership comes responsibility" - this belief still serves as a guiding principle for Liz Mohn, as it did for Reinhard Mohn.

She also chose her husband's grandmother as a role model. Friederike Bertelsmann had a strong personality and, even as a young woman, represented the company while championing social causes. Liz Mohn has always admired Friederike Bertelsmann's sense of civic responsibility and ethics.

## Leading a dedicated life

Liz Mohn made a conscious decision to dedicate her life to civil society and the common good. “I always wanted to do something meaningful, to give to others,” she says. This sense of personal commitment was instilled early on, while she was still living in her parents’ house with her four brothers and sisters. As a young girl she was an active member of the Catholic scouts, and she has never forgotten their motto: “Do a good deed daily.”

She considers values such as respect, fairness, helpfulness and a sense of responsibility to be the basis for a functioning community, whether it is the family, the workplace or society.

“I want to encourage people to start listening to each other again and to get involved wherever others are suffering and in need of help,” she says. To her, being willing to support others and tackle issues that go beyond self-interest are vital prerequisites for a vibrant civil society in which everyone assumes responsibility for the community in accordance with his or her own individual abilities.



Reinhard and Liz Mohn, the fifth generation of the founding Bertelsmann/Mohn family. Reinhard Mohn died on October 3, 2009.

## Entering the working world

Shortly after starting at Bertelsmann in a professional capacity, she met her future husband, Reinhard Mohn. As soon as her children were old enough, she decided to rejoin the company.

Some of her first projects at Bertelsmann SE & Co. KGaA involved organizing gatherings for the spouses of executives, meetings for executive assistants from all over the world, and a continuing education program for secretaries. She also organized retiree meetings and initiated wellness campaigns for Bertelsmann employees.



She created an emergency fund for employees and their families, which is financed through employee donations. Although the company provides excellent benefits, Liz Mohn believes that such initiatives are important for strengthening a sense of responsibility and solidarity among employees.

---

Liz Mohn together with her children Christoph Mohn and Dr. Brigitte Mohn in October 2010 at the ceremony opening the University of Witten/Herdecke's Reinhard-Mohn-Institut.



## Continuing the family tradition

A corporate culture that emphasizes partnership is a key element for ensuring economic success. This truth continues to serve as the basis for Liz Mohn's business leadership, which emphasizes trust and accountability as core concepts.

In her various governance positions, Liz Mohn strives to foster stability even in times of globalization and radical change and to ensure that corporate cultures remain partnership-based as they face growing internationalization and global competition, not to mention rapidly developing communication technologies.

Liz Mohn is dedicated to improving work/life balance and bringing more women into management positions. As a mother of three children, she knows how difficult it can be to combine family responsibilities and a successful career.

Liz Mohn is especially committed to setting a good example within the company both as a people-focused corporate leader and as an individual. She advocates a management style that is communicative, fair and competent.



Liz and Reinhard Mohn on the occasion of Reinhard Mohn's recognition as an honorary citizen of Alcúdia, Spain, in 2005.



## Supporting the Bertelsmann Stiftung

In 1993, Reinhard Mohn transferred the majority of the capital shares in Bertelsmann's corporate operations to the Bertelsmann Stiftung. Today, with the earnings from Bertelsmann SE & Co. KGaA, the private operating foundation funds some 16 programs aimed at solving a variety of societal problems.

Under the guidance of Liz Mohn, the Bertelsmann Stiftung has initiated healthcare-related projects for all age groups, from preschoolers and school children to a rapidly growing demographic segment in Germany, senior citizens.

As vice-chair of the Bertelsmann Stiftung Executive Board, Liz Mohn is responsible for a number of topics, including corporate culture. Material justice, social support and a management culture that emphasizes people and appropriate working conditions are critical if companies want to foster individuality and creativity while motivating their employees. Such an atmosphere is crucial if each employee is to thrive and take on as much responsibility as possible.

---

Above: The Bertelsmann Stiftung in Gütersloh.

Numerous studies have shown that a corporate culture of partnership and people-based management structures are key factors in ensuring an organization's success over the medium term.

Having launched the Companies in the Community initiative, Liz Mohn is dedicated to promoting corporate social responsibility. Small and medium-sized enterprises and family-owned companies in particular have the practical know-how and creativity needed to tackle regional challenges such as demographic change, thereby contributing to both the common good and their own wellbeing. Increasing awareness of these efforts can do a lot to promote a culture of cooperation in all areas of society.

Liz Mohn and the German Ministry for Families, Seniors, Women and Youth founded the Alliance for Family as a partnership between government and business. The initiative Local Alliances for Family builds networks among businesses and develops family-friendly working environments. In December 2005, Liz Mohn



signed a partnership agreement with the district of Gütersloh for the 250th pro-family alliance.

In addition to her project-related efforts, Liz Mohn is committed to promoting an effective work/life balance within the Bertelsmann Stiftung. "We must implement in our own lives the things we expect of others," she says.

---

Conference on "Leadership Between Emotion, Intuition and Logic" in 2012 with (left to right) Ulrich Wickert, Christiane zu Salm, Abbot Primate Notker Wolf, Thomas Enders, Brigitte Ederer, Kai Diekmann and Prof. Gerd Gigerenzer.

## Championing the cause for stroke survivors

A personal experience caused Liz Mohn to take on one health-related project in particular. As a boy, her youngest son suddenly became paralyzed on one side of his body. The preliminary diagnosis was bleak: a stroke. Luckily, the diagnosis proved wrong. “But from that moment on, I couldn’t stop thinking about it,” she says. “Up until that point, I hadn’t heard much about people with stroke. That’s when I realized that as a group they had almost no one working on their behalf.” The realization led her to establish the German Stroke Foundation. “If I’d had any idea back then how much work it would be, I probably would have turned and run the other way,” she says. “But today I can say that if I had to do it all over again, I would. It has truly been worth it!”

The German Stroke Foundation focuses primarily on educating people about warning signs and risk factors. It sponsors regular nation-

wide campaigns and distributes information to warn doctors and the public about this insidious condition. Working with the alliance of doctors, policymakers, business people and journalists created by Liz Mohn, the foundation has succeeded in making the public aware of the fact that stroke is the third leading cause of death in Germany. The organization has contributed to improving acute, rehabilitative and follow-up care by certifying over 230 stroke units in hospitals. It helps finance continuing education for medical staff and offers counseling and assistance for patients and families. More than 470 self-help groups, initiated by the German Stroke Foundation, offer support to people with stroke, and around 190 regional volunteers advise stroke patients and their families.

Liz Mohn has organized numerous fundraisers for the foundation, ranging from employee fashion shows to the VIP Rose Ball.



Liz Mohn and Thomas Rabe, chairman of the Supervisory Board at Bertelsmann SE & Co. KGaA, co-organized the 2012 Rose Ball to benefit the German Stroke Foundation.

Since its inception, the German Stroke Foundation has dedicated some €60 million to projects promoting education and improved care for people with stroke in Germany, as well as for rehabilitation and post-stroke treatment. At the beginning of 2001, Liz Mohn's daughter, Dr. Brigitte Mohn, took over as the foundation's head. As its president, Liz Mohn remains closely tied to the organization and its ongoing work.

In her very personal book, *The Heart of Business*, Liz Mohn tells of her involvement in Bertelsmann's corporate activities and at the Bertelsmann Stiftung. She also reflects on her childhood experiences and family life. Readers come to understand the broad spectrum of her activities and become better acquainted with a leading public figure. Proceeds from *The Heart of Business* go to the German Stroke Foundation.



In 2012, Liz Mohn received the ECHO Klassik Jury Award for the Fostering of Young Talent, presented by opera singer Rolando Villazón.

## Launching the careers of young singers

Liz Mohn has also made a name for herself in the cultural arena. In 1987, she started the NEUE STIMMEN International Singing Competition, which functions as a showcase for new talent and a launching pad for the national and international careers of young opera singers from around the world.

Some 1,400 singers from over 60 nations now apply to participate in the competition, held every two years. Liz Mohn plays an active role in organizing the competitions and enjoys every opportunity to listen to the young singers and cheer them on. “The sing-

ing is so touching it gives me goose bumps,” she says. “From the moment I slip into the darkness of the auditorium and begin listening to those young people on stage, I’m captivated by the music.” Since 1997, up-and-coming artists have also had the opportunity to take part in NEUE STIMMEN Master Classes, where they can polish their technique and presentation without the pressure of competition. In 2012, the Lied Master Class was added as well.

“Music gives us strength and a lust for life – but it also gives us a feeling of community

and belonging,” she says. “It is especially important for children to rediscover this in our rapidly changing world.”

That’s why she has been promoting music education for all children since 1999. The projects MIKA – Music in Childcare Every Day and Musical Primary School develop approaches for including music in daily activities in childcare centers and schools, since musical activities not only help children in their individual development processes, they also effect change in the educational system.

Both projects are being carried out throughout Germany in cooperation with educational authorities, providers and associations.

In order to increase her personal involvement in the area of culture, she founded

the Liz Mohn Foundation for Culture and Music at the end of 2005. “Promoting culture and music is very important to me. With an independent foundation we can focus more on these areas and do justice to their growing importance in society,” she

says. Through the foundation, she promotes the International Opera Studio at Berlin’s Staatsoper opera house, which supports up-and-coming opera talents. Each year, thanks to the initiative Integration Through Music, she recognizes innovative projects that promote social integration among children and adolescents. She is also dedicated to supporting regional cultural activities and culture among the young, which is why she launched a musical theater project in Gütersloh’s childcare centers and elementary schools in 2012.



Members of the jury for the 2011 NEUE STIMMEN competition surround Liz Mohn and the winner of the competition, Olga Bezsmertna. They include (left to right) singers Siegfried Jerusalem and Francisco Araiza, opera house directors Gustav Kuhn and Bernd Loebe, singer Anja Silja, casting und artistic consultant Evamaria Wieser, director of the Vienna State Opera House, Dominique Meyer, and music critic Jürgen Kesting.



Celebrity ambassadors like the band Culcha Candela (with Liz Mohn) meet with winners of the All Kids Are VIPs competition, which promotes social integration (2010)



Discussing financial policy in Washington, DC: (left to right) US Secretary of Labor Hilda Solis, Liz Mohn, German Labor Minister Ursula von der Leyen

## Building bridges

Bringing people together, building bridges across linguistic and national boundaries, promoting mutual understanding among different ethnic, religious and cultural groups – for Liz Mohn, such activities are an integral part of ensuring social cohesion and international understanding. She meets frequently with high-ranking representatives from all areas of society, tirelessly championing this cause. Her lack of pretension helps break down social and cultural barriers. She has always believed that the person she meets today could become a friend tomorrow.

“Often it becomes more than just a cordial meeting. Through personal contact, you can find common interests and develop projects together,” she says.

One activity of great importance to her is helping create a society that is open to the outside world, one based on common values and an acceptance of diversity. “Diversity is the key to the world of tomorrow,” she says. “We need all of the talents and skills that people of different backgrounds have to offer, if we are to successfully

respond to the challenges we face.” She therefore promotes intercultural understanding through events held in Europe and beyond that allow high-profile participants to dialogue with each other.

One such event is the Salzburg Trilogue, which has been held annually since 2004. Initiated by Dr. Wolfgang Schüssel, former Austrian chancellor and member of the Bertelsmann Stiftung Board of Trustees, it is held in conjunction with the Salzburg Festival and brings together business, political and cultural leaders to discuss pressing issues vital to Europe’s future.

Since 2006 Liz Mohn has been chair of the Fundación Bertelsmann Board of Trustees. In this role she is helping the foundation to restructure its activities so it can better focus on the topic of “Youth and Employment.”

Whether in business or private settings, Liz Mohn uses her abilities as a cultural ambassador to bring people of diverse backgrounds and from all over the world into contact.

For decades, projects such as the German-Jewish Dialogue and the German-Israeli Young Leaders Exchange have demonstrated Reinhard and Liz Mohn’s affinity for the State of Israel.



Liz Mohn in 2003 with Teddy Kollek of the Jerusalem Foundation.

## Honors

Liz Mohn has received considerable recognition for her diverse initiatives and philanthropic work. In 1996, she received the German Federal Service Cross, First Order and the Charity Bambi for her involvement in the German Stroke Foundation. In 1999, she became the first female member of the Club of Rome, and in 2000 she was honored by the German Medical Association. In October 2002, Liz Mohn and the Bertelsmann Stiftung were recognized with the 2002 ECHO Classical German Album Award for promoting up-and-coming opera singers.

In 2006 Liz Mohn was awarded an honorary doctorate by the University of Tel Aviv. In 2008 she received the Vernon A. Walters Award for her efforts to promote transatlantic understanding and further German-Israeli relations. For her extensive engagement in the area of cultural affairs she received the 2009 Montblanc de la Culture Arts Patronage Award.

In June 2010 she was awarded the 2010 Global Economy Prize, which is given by the Kiel Institute for the World Economy, the City of Kiel and the Schleswig-Holstein Chamber of Commerce to politicians, economists and business leaders who have made an outstanding contribution to establishing a just society based on



Liz Mohn at the Charity Bambi Award Ceremony in 1996 with Christiane Herzog



Kofi Annan presents the Vernon A. Walters Award to Liz Mohn, the first woman to receive this honor (2008).



Thomas Schnädter, CEO of Montblanc Deutschland, Liz Mohn and Ingrid Roosen-Trinks, chair of the Montblanc Culture Foundation, at the award ceremony for the 2009 Montblanc Award.

individual initiative. In July 2010 she received Germany's Great Cross of Merit for her numerous charitable activities at various institutions and organizations.

For her activities relating to social integration, she was recognized in November 2010 with the Golden Victoria Award for Integration by Deutschlandstiftung Integration, an association that promotes equal opportunity for immigrants in Germany. The association is an initiative of VDZ, the umbrella organization of Germany's magazine publishers.

In December 2010 Liz and Dr. Brigitte Mohn were given the Scopus Award, named for Mount Scopus, where the Hebrew University of Jerusalem was founded. The award recognizes their outstanding efforts to promote intercultural and interreligious dialogue as well as international reconciliation.

In October 2012, Liz Mohn received the ECHO Klassik Jury Award for the Fostering of Young Talent in recognition of the Bertelsmann Stiftung's Musical Primary School project.



Prof. Dennis Snower, president of the Kiel Institute, awards the 2010 Global Economy Prize to Liz Mohn.



Liz Mohn receives Germany's Great Cross of Merit in 2010 from then premier of the state of North Rhine-Westphalia, Dr. Jürgen Rüttgers.



In 2010 she also receives the Golden Victoria for Integration for her civic engagement. It is presented by Joachim Löw, coach of Germany's national soccer team.

## Positions Held at Bertelsmann and the Bertelsmann Stiftung

Chair of the Shareholders' Meeting and of the Steering Committee, Bertelsmann Verwaltungsgesellschaft mbH (BVG)

Vice-Chair of the Bertelsmann Stiftung Executive Board

Vice-Chair of the Bertelsmann Stiftung Board of Trustees

Member of the Supervisory Board, Bertelsmann SE & Co. KGaA

## Honors and Awards

European Founder Award, October 1996

First Class Cross of Merit of the Federal Republic of Germany, October 1996

Charity Bambi, October 1996

The British Monarchy's Royal Victorian Order, 1998

Teddy Kollek Award, October 2002

Honorary doctorate, Tel Aviv University, May 2006

Order of Merit of North Rhine-Westphalia, December 2006

Spanish Grand Cross of the Order for Civil Merit, July 2007

Didacta Educational Ambassador for 2008, February 2008

Vernon A. Walters Award from the Atlantik-Brücke (Atlantic Bridge) e. V., New York, June 2008

Medal of Honor from the Real Academia de Ciencias Económicas y Financieras/RACEF (Royal Academy of Economic and Financial Science, Spain), October 2008

UNESCO Children in Need Award 2008 from the UNESCO Foundation – Education for Children in Need, November 2008

Montblanc de la Culture Arts Patronage Award 2009, June 2009

Karl Winnacker Prize, bestowed by the Marburg University Association, August 2009

Global Economy Prize, June 2010

Great Cross of Merit of the Federal Republic of Germany, July 2010

Golden Victoria for Integration, November 2010

Scopus Award, December 2010

ECHO Klassik, Oct. 2002 and Oct. 2012

Officer in the French National Order of Merit, Dezember 2013

## Memberships and Positions in Germany

German Stroke Foundation, President

NEUE STIMMEN International Singing Competition, President

Liz Mohn Foundation for Culture and Music, Chair of the Board

Stiftung RTL – Wir helfen Kindern (We Help Children) e. V., Member of the Board of Trustees

Association of German Music Schools, Chair of the Board of Trustees

Initiative Forum Zukunft (Forum for the Future) e. V., Member of the Board of Trustees

Arts Foundation of North Rhine-Westphalia, Member of the Board of Trustees

Lokale Bündnisse für Familie (Local Alliances for the Family), Member of the Board of Trustees

Lokales Bündnis für Familie (Local Alliance for the Family), district of Gütersloh, Initiator

Björn Steiger Foundation, Member of the President's Council

Jerusalem Foundation Deutschland e. V., Member of the Board of Trustees

World Childhood Foundation Deutschland Member of the Board of Trustees

Reinhard Mohn Institute for Corporate Management and Corporate Governance Member of the Board of Trustees

## Memberships and International Positions

Club of Rome, Member

Fundación Bertelsmann, Chair of the Board of Patrons

European Academy of Sciences and Arts, Salzburg, Member

## Bücher

Liz Mohn: Liebe öffnet Herzen (2001)

Liz Mohn, Ursula von der Leyen: Familie gewinnt (2007)

Liz Mohn: Schlüsselmomente – Erfahrungen eines engagierten Lebens (2011)



## Addresses | Contact:

### Office of Liz Mohn

Carl-Bertelsmann-Str. 270  
33311 Gütersloh, Germany  
Tel. +49 5241 80-22 01  
Fax +49 5241 73611  
liz.mohn@bertelsmann.de

### German Stroke Foundation (Stiftung Deutsche Schlaganfall-Hilfe)

Postfach 104  
33311 Gütersloh, Germany  
Tel. +49 1805 093093  
Fax +49 1805 094094  
Donations:  
Dresdner Bank Gütersloh  
Bank Routing No.: 478 800 31  
Account No.: 50  
Re: General Donations  
[www.schlaganfall-hilfe.de](http://www.schlaganfall-hilfe.de)

### Bertelsmann Stiftung

Carl-Bertelsmann-Str. 256  
33311 Gütersloh, Germany  
Tel. +49 5241 81-0  
Fax +49 5241 81-81999  
[www.bertelsmann-stiftung.de](http://www.bertelsmann-stiftung.de)

### NEUE STIMMEN

Donations: Sparkasse Gütersloh  
Bank Routing No.: 478 500 65  
Account No.: 555  
Re: Neue Stimmen  
[www.neue-stimmen.de](http://www.neue-stimmen.de)

### Liz Mohn Foundation for Culture and Music

Donations: Commerzbank Gütersloh  
Bank Routing No.: 478 400 65  
Account No.: 158 255 000  
[www.kultur-und-musikstiftung.de](http://www.kultur-und-musikstiftung.de)

## Production credits:

**Editor in Chief:** Christian Rickerts

### Illustration credits:

Arne Weyhardt, Titel, Page 3 (Middle), 12, 18 (left)  
Marc Darchinger, Page 3 (left)  
Frank Nürnberger, Page 3 (right), 7 (Middle)  
Bertelsmann Stiftung, Page 6 (right), 19, 20 (left)  
Jim Rakete, Page 6 (left), 10  
Veit Mette, Page 7 (left)  
Fundación Bertelsmann, Page 7 (right)  
Thomas Kunsch, Page 8, 9, 13  
Stefan Brams/Neue Westfälische, Page 11  
API (c.) Marko Greitschus, Page 15  
ZDF Jürgen Detmers, Page 16  
Kay Michalak/Fotoetage, Page 17  
Kaveh Sardari, Page 18 (left)  
Ben Gabbe/Patrick McMullan, Page 20 (Middle)  
Montblanc 2009/Franziska Krug, Page 20 (right)  
Frank Schischefsky, Page 21 (left)  
Michael von Lingen, Page 21 (Middle)  
Stephan Schrapf/Eventpress Schrapf,  
Page 21 (right)

