



## Lena Büker

CEO of ehorses GmbH

Lena Büker is CEO of **ehorses GmbH & Co. KG**, the world's leading online horse marketplace. She studied **Equine Management** in the Netherlands and holds an MBA in General Management. From 2009 to 2011, she was part of the junior management program at the **German Equestrian Federation (FN)**, before joining ehorses in 2011 as Marketing Manager and becoming CEO in 2013.

With her unique combination of deep equestrian expertise and strong digital know-how, Lena has been instrumental in scaling ehorses internationally and driving innovation in the equine industry. Her focus lies at the intersection of equestrian sports and digitalization, where she advocates for the use of data and AI to create sustainable growth and new opportunities.

## Digital Galopp – Online Marketing in the Modern Horse World

Online marketplaces have become a key driver of international horse trading. In this session, Lena Büker, CEO of **ehorses**, outlines how the online horse market has evolved and the central role platforms play today. Using ehorses as an example, she will show how AI is applied both to advance the business itself and to create clear benefits for buyers and sellers by simplifying and improving the sales process.