



# Prof. Dr. Stefan Gröner

*“Digital evolution: Understand it, leverage it, manage it”*

Prof. Dr. Stefan Gröner is one of Germany's most renowned strategy consultants, change managers and lecturers. He started his career in publishing management and executive management positions at Germany's largest media companies. For over 10 years, he has worked as a strategy consultant and change manager. In addition, he is a professor of corporate communication at the Hochschule Fresenius, and is an active lecturer at other renowned universities (e.g. LMU Munich). His research area is “Digital Disruption” and “corporate communications of the future.” He knows how to combine the latest scientific findings with his sound practical experience, and how to implement important ideas for future strategies of many industries (eg. the automotive, banking, insurance, lifestyle and health industry). In his multimedia presentations, he thrills the audience with the humorous and easy to understand communication of his expert know-how. Prof. Dr. Stefan Gröner makes you look forward to digital evolution and gives you the courage to make it happen.

## Themes

### › Digital Disruption – How the media industry has slept through the digitization and what you now need to know for your industry

- How to understand digital disruption and grasp its challenges
- What you can learn from the failures of the media industry and the three major cross-sector disruptive trends
- How you can make the digital strategy in your industry active and future-orientated

### › Communication in times of Snapchat, Instagram & Co. – How to reach today's young audiences

- How do you understand the major digital communication trends for young audiences
- What are the dangers for your company of communicating with young people through digitization – especially through social media channels
- How to develop and implement an effective communication strategy for future generations

### › Digital PR - less is more!

- How leading print media successfully and differently communicates in the digital world
- What you can learn from taking the (crisis) communication of large industrial companies
- How to create and effectively implement a modern, trustworthy and sustainable PR strategy

## References & Press

- Gruner & Jahr Ag & Co. KG
- Nike Germany GmbH
- Hubert Burda Media
- GfK AG
- Bauer Media Group
- Funke Media
- Strenesse AG
- Peri Germany GmbH
- Callwey
- Pro U
- Liborious Verlagsgruppe
- Konradin Mediengruppe
- Real Eyes GmbH
- Munich Media Days
- Ludwig Maximilian University of Munich
- Hochschule Fresenius

## Inspiration



### › People, books, and events that inspire me:

“I've always been more fascinated by the opportunities that arise from technological and social changes than preserving the status quo. The digital transformation is changing the proven business models of many industries as well as their communication with existing and new young audiences. My curiosity drives me to explore and experience the impact of this digital transformation on companies from different industries, and to share my experiences from top management and sciences.”

## Fees & Languages

Keynote speech E

Daily rate E

Languages  

## Travel costs



## Media



**Kopf oder Bauch?**  
ISBN: 978-3848721542  
59,00 €



**The Digital Transformation Playbook**  
ISBN: 978-0231175449  
23,95 €