

Professor Stefan Gröner



Professor Stefan Gröner is one of Germany's most renowned strategy consultants, futurologists and lecturers. He started his career in publishing management and with executive positions at the largest German media companies. For many years, he has assisted companies in making strategic decisions for the future. Moreover, he teaches, among other things, as Dean for Digital Management at the Hochschule Fresenius, Germany's largest private university. His main field of research is "Digital Disruption" as well as the "Business Fields and Technologies of the Future". He knows how to combine the latest scientific findings with his thorough practical experience and to offer important ideas for developing future strategies across many sectors (e.g. the retail sector, mobility, banking, insurance, lifestyle and health industries). In his multimedia presentations, he inspires audiences with humorous and accessible reflections on his expertise. Professor Stefan Gröner encourages people to face up to the future and to want to take an active part in shaping digital transformation.

"Digital transformation and AI are changing markets, companies and society!"

Themes

On request, Professor Stefan Gröner will gladly adapt his talks to each target group and industry after a detailed briefing on the needs of the client.

> Digital transformation – how digitisation is changing markets and what you need to know about your industry now

- How to understand digital disruption and grasp its economic and social contexts
- What impact the major, cross-industry disruptive trends and technologies are having on your industry
- How to change your products and business models and how you can shape digitalisation in a proactive and sustainable way

> What will the future bring? The world of tomorrow in the age of artificial intelligence and robotics

- How AI will dramatically change the marketing, production and distribution of many industries
- Internet of Things: how networking all our machines will impact our lives and which business models may emerge from it
- Which new technological developments will radically change our society and our economy in the next ten years

> Professor Stefan Gröner also speaks on the following topics:

- E-commerce: the future of trading in the age of big data and Amazon
- New mobility: the future of mobility in times of autonomous and social transport
- Change of mindset: how to make your company fit and flexible for digital transformation

References & Press

> List of references:

- Deutsche Bahn
- BayWa
- Allianz
- Peri
- Robert Half International
- Heidelberger Druckmaschinen
- Hewlett Packard Enterprise
- Sparkasse
- Ecovis
- Prospitalia
- Swiss Online Marketing
- DMX Austria
- Sagaflor
- WinDream
- Bank Austria
- Bechtle
- Unternehmerverband MVP

Inspiration

> People, books and events that inspire me:

"Exploring the future and the opportunities arising from technological and social change has always fascinated me much more than explaining and preserving the status quo. The digital transformation is dramatically changing tried and tested business models across many industries. My curiosity spurs me on to explore and help shape the impact of new technologies on companies, markets and society."

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Fees / Travel costs / Languages

Keynote speech Category **D**

Daily rate Category **D**

Travel costs **Munich**

Languages  

Live-Booking



Media

