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computer scientist, marketing expert and internet researcher

In 1999 he founded the Institute of Electronic Business – the first affiliated institute of the Berlin University of Arts, of which he is the Managing Director. In his capacity as Professor at the Berlin University of the Arts, he holds the chair for Marketing with focus on Electronic Business, as well as conducting the Berlin Career College and teaching in various master programmes. As founder and director of the Alexander von Humboldt Institute for Internet and Society, he is responsible for the research area Internet-enabled innovation. Since 2017, he is one of the project leader and principal investigator of the Weizenbaum Institut – The German Internet Institut – where he is leading a research group with the focus on data based business modell innovation. Beside, he is principal investigator of the Einstein Center Digital Future (ECDF) and has been founder and Chairman of the *Council of Internet Sages*, a scientific advisory board of the IEB, since 2013. He is advisor of several industry and consulting companies, e.g. EQUEO-learning solutions, Skubch and Company – Strategy consulting, Digital Change GmbH Swiss, Blue Chip Computer, Stone One, von Neuem, ellacon.