

Kristin Scheerhorn

Key Note: Let's innovate, Alexa!

Leaders and companies are responsible for success. For ,their' figures, their KPIs, for cash, orders, deadlines, headcount, resources and deliveries.

But who is looking for digital transformation and the needed innovations? For this digital revolution and its innovations nobody really seems to be accountable.

Europe is already behind America and China in digital transformation and innovation:

- the innovation versus turnover conflict is still unsolved.
- our culture of 'not being accountable' is causing a massive innovation bottleneck.
- our 'Made in Germany' brand and identity kills great innovations.
- so far we are not able to develop revolutionary tech platforms.
- security thinking paralyzes our actions.

AI as a boost for innovations.

We must

- urgently take accountability for our society - or should AI do it for us?
- claim megatrend fields now, so that the hyperloop of the digital age does not leave without us.

The keynote for:

- executive staff
- executive boards
- All who embark on the journey and transform themselves

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VITA:

Kristin Scheerhorn is a pioneer of digital excellence. As speaker, writer and proven expert in digital transformation, she supports companies and executives in becoming sustainable digital. Her books "Digital Winner", "Der Gott des Digitalen" and "Der Millennial Schock" have been published on this topic.

Her transformative know-how is based on 25 years of international corporate practice and on coaching several thousand coachees in international teams. Against the most favored habit of just focussing on digital technology, Kristin focuses on humans who are the ones who invent high technology and who finally get it up and running.

