

# LA FUTURA/15

GLOBAL TREND NETWORK

# AUSTRIAN INNOVATION FORUM



**14 October 2015 | LA FUTURA GOES OPEN INNOVATION**  
The Stage – Tech Gate Vienna | Moderator: Susan Choi, Entrepreneur

**15 October 2015 | CREATING NEW VALUE**  
The Stage – Tech Gate Vienna | Moderator: Tarek Leitner, ORF

LEADPARTNER  
**AIT**  
AUSTRIAN INSTITUTE  
OF TECHNOLOGY  
TOMORROW TODAY

Meet 200 Innovation Experts and 100 Trendspotters in Vienna



# TOUCH THE FUTURE

After stops in Berlin, New York, Helsinki, Amsterdam and Brussels, the 6th edition for LaFutura will take place in Vienna, Austria. LaFutura is the annual one-day gathering of futurists, innovators and trendspotters from all over the world to exchange insights. The event will give you a unique opportunity to get a sneak preview of the most popular trend reports of 2016. This year's special emphasis lies on Open Innovation.

## LA FUTURA 2015

Fascinating speakers and corporate experts

Living Workshops: Trend Reports, Disruptive Tech, Future Live, Consumer Insights

International Case Studies on Open Innovation and Co-creation

## CONFIRMED SPEAKERS

**Delia Dumitrescu**, Lead Innovation Architect, trendwatching.com, London

**Prof. Dr. Johann Füller**, CEO, HYVE – the innovation company, Munich

**Dr. Gilbert Heise**, Global Head of Market and Trend Research,  
Volkswagen Group, Wolfsburg

**Rupert Hofmann**, Trend Research, Audi Business Innovation, Munich

**Verena Kuen**, Founder, 1030 Innovation Consulting,

Vienna and Helix Innovation Network, New York

**Nils Müller**, CEO, TRENDONE, Hamburg

**Tom Palmaerts**, Partner and Trendwatcher, Trendwolves, Gent

**Tina Roos**, Innovation Manager, AbbVie Deutschland, Wiesbaden

**Prof. Hans-Willi Schröff**, CEO & Founder, MindChange, Neuss

**Ingo Schwarzer**, CTO, DB Systel, Berlin

**Dr. Ilse Stockinger**, Head of Research, Technology and Innovation,  
Wiener Stadtwerke Group, Vienna

**Hubert Wallner**, Head of New Media, Porsche Austria, Salzburg

**MODERATOR:** **Susan Choi**, Entrepreneur

# LA FUTURA/15

GLOBAL TREND NETWORK





# AUSTRIAN INNOVATION FORUM, 15 October 2015



## CREATING NEW VALUE

International, Inspiring Speakers

Case Studies and Best Practice from many industries

Interactive Workshops, e.g. on how to quickly become a millionaire



**MODERATOR:** Tarek Leitner, ORF

## INSPIRING KEYNOTES

### THE FUTURE OF INNOVATION

Insights for 2025

Dr. Tim Jones, Program Director, Future Agenda, London

### LIVE, WORK, PLAY BETTER

The future of connected life

Piers Fawkes, CEO, PSFK, New York

### CO-CREATION @ WORK

Radical innovations across industry sectors

Prof. Dr. Ellen Enkel, Zeppelin University, Friedrichshafen

### BUSINESS MODEL HEALTH

When mobile and wearables meet the cloud

Roland Rott, General Manager, GE Healthcare GmbH, Munich

### DISRUPTION OF AN INDUSTRY

How a technology company redefines mobility -  
in over 300 cities and 50 countries

Rasoul Daniel Jalali, General Manager, UBER, Zurich and Vienna

### SHARE EVERYTHING?

About the effects of dematerialization and the share economy

Nils Müller, CEO, TRENDONE, Hamburg

### DIGITAL WOLVES

Learn how digital dominates our environment  
and how you can be the alpha wolf in your business.

Dietmar Dahmen, Enricher of people, innovation and user experiences, Vienna

### LEADPARTNERS





**Touch the future!**

A morning filled with fascinating speakers and corporate experts from the trend and innovation industries, each sharing their insights and experiences. We discuss the big shift from market research to trend research and why it is so important to know the relevant trends of your industry and how to apply them to your business.

8:30	Open Doors	
9:10	Official Welcome	Moderator: <b>Susan Choi</b> , Entrepreneur
9:30	Keynote	<b>THE RISE OF A NEW INDUSTRY</b>   <b>Nils Müller</b> , CEO & Founder, TRENDONE, Hamburg
10:00	Keynote	<b>THE SHIFT FROM MARKET TO TREND RESEARCH</b> <b>Prof. Hans-Willi Schroiff</b> , CEO & Founder, MindChaining, Neuss Professor at RWTH School of Business and Economics, Aachen
10:30	Coffee Break	
11:00	Panel Discussion	<b>DISRUPTIVE INNOVATION – THE FUTURE OF MOBILITY</b> Moderator: <b>Marius Starcke</b> , Managing Director, Pioneers Discover, Vienna <b>Rasoul Daniel Jalali</b> , Managing Director, UBER, Vienna & Zurich <b>Dr. Gilbert Heise</b> , Head of Product- & Brandstrategy, Volkswagen AG, Wolfsburg <b>Ingo Schwarzer</b> , CTO, DB Systel, Berlin <b>Dr. Ilse Stockinger</b> , Management FTI-coordination office, Wiener Stadtwerke, Vienna
12:15		<b>CROWD EVERYTHING</b>   <b>Prof. Johann Füller</b> , CEO, HYVE – the innovation company, Munich
12:45		<b>WE ARE LIKE WATER – THE SECRET OF LIQUID ORGANIZATIONS</b>   <b>Verena Kuen</b> , CEO & Founder, 1030 Innovation Consulting, Vienna
13:15	Lunch	





## Afternoon: Living workshops

Touch the future!

In various location set-ups, you have the chance to glimpse the future, sample the latest and newest tech, receive insights into the biggest industry-changing trends of 2016, or take part in a workshop on innovation strategy and consumer insights.

14:15

Five Parallel Sessions

### TRENDREPORTS 2016

Get all the new trends and hot topics on the trend industry world from some of the most important international trend researchers!

**Delia Dumitrescu**, Lead Innovation Architect, trendwatching.com, London

**Piers Fawkes**, CEO, PSFK, New York

**Tom Palmaerts**, Trend Chief, Trendwolves, Gent

The future glossary of Trend keywords  
**TRENDONE**, Hamburg

Cutting Edges Detector™ 2015

**Karsten van der Donk**,  
Change & Innovation Consultant,  
Meaning Management Company, Paris

Cosmetics Trendreport 2016

**Orkide Ergün**, Trendconsulting & Design,  
ORKIDEE, Berlin

„trendreport 16/17“: how zeitgeist influences design

**Oliver Schmid**, trend agency politur, Berlin

### FUTURE LIFESTYLE

**Cécile Poignant**, Trend Forecaster,  
Li Edelkoort, Paris

Future workplace

**Christine Papadopoulos**, COO,  
RealMakers, Vienna

**Christoph Santner**, CEO & Founder,  
RealMakers, Vienna

Moral Phobia:

A spirit of the time glossary

**Bitten Stetter**,  
Head of the master's programm  
„Event and Trends“,  
Zurich University of the Arts

Scenarios of the fashion industry – made in 2040

**Anna Kerschbaumer**, Designer & Trend Analyst, Zurich University of the Arts

### DISRUPTIVE HACK

Experience the most advanced technologies and follow us on a tangible journey into the future!

**Sebastian Raßmann**, Senior Innovation Advisor, TRENDONE, Hamburg  
**Dr. Christian Kittl**, CEO, evolaris, Graz

### OPEN INNOVATION

**Moderator**: Dr. Alexander Hahn, Project Manager, HYVE – the innovation company, Munich

#### CHRONICALLY RETHINKING

Trends & open innovation as source for real innovation within the pharmaceutical industry

**Tina Roos**, Innovation Manager, AbbVie Deutschland, Wiesbaden

#### WEDNESDAY 2025

Co-Creation by Audi

**Rupert Hofmann**, Trend Research, Audi Business Innovation, Munich

#### HOW TO DEVELOP

#### 10 APP-PROTOTYPES IN 2 DAYS?

Concept of the project DiBox

**Hubert Wallner**, Head of New Media, Porsche Austria, Salzburg

#### INNOVATING WITH OPEN EYES

Market-oriented innovation via looking beyond the horizon

**Dr. Alexander Hahn**, Project Manager, HYVE – the innovation company, Munich

## CLOSING | Susan Choi, Entrepreneur

## OUTLOOK LaFutura 2016 IN SINGAPORE | Brian Tiong, CEO & Managing Director, b-side youth marketing consultancy, Singapore

17:15

## GET TOGETHER

Join us for a trend cocktail and some future snacks in the heavenly SKY STAGE LOUNGE.

18:00

# 5. AUSTRIAN INNOVATION FORUM, 15. Oktober 2015

## AUSTRIAN INNOVATION FORUM



9:00	Begrüßung	<b>Willkommen zum AUSTRIAN INNOVATION FORUM 2015</b>   <b>Tarek Leitner</b> , ORF, Wien
9:10	Keynote	<b>CO-CREATION @ WORK</b>   Radical innovations across industry sectors   <b>Prof. Dr. Ellen Enkel</b> , Lehrstuhl für Innovationsmanagement, Zeppelin University, Friedrichshafen
9:50	Panel Discussion	<b>CREATING NEW VALUE</b>   Moderation: <b>Tarek Leitner</b> , ORF, Wien <b>Prof. Dr. Ellen Enkel</b> , Lehrstuhl für Innovationsmanagement, Zeppelin University, Friedrichshafen; <b>Dr. Elisabeth Stampfli-Blaha</b> , Direktorin, Austrian Standards Institute, Wien; <b>Prof. Dr. Manfred Tscheligi</b> , Leiter Business Unit „Technology Experience“, AIT Austrian Institute of Technology, Wien
10:30	Pause	
11:00	Keynote	<b>LIVE, WORK, PLAY BETTER</b>   The Future of Connected Life   <b>Piers Fawkes</b> , CEO, PSFK, New York
12:00	Parallel Sessions 1	<div style="display: flex; justify-content: space-around;"> <div style="width: 33%;"> <p><b>DISRUPTIVE INNOVATION</b></p> <p>Moderation: <b>Karin Tausz</b>, Head of Innovation &amp; e-mobility, AustriaTech, Wien</p> <p><b>DIGITALISATION OF MOBILITY</b></p> <p>How digitalisation and innovative services are transforming mobility</p> <p><b>Martin Russ</b>, Managing Director, AustriaTech, Vienna</p> <p><b>Mika Rytönen</b>, Head of Digital Transport Infrastructure &amp; Business Development, NOKIA HERE</p> <p><b>DISRUPTION OF AN INDUSTRY</b></p> <p>How a technology company redefines mobility – in over 300 cities and 50 countries</p> <p><b>Rasoul Daniel Jalali</b>, General Manager, UBER, Zurich &amp; Vienna</p> </div> <div style="width: 33%;"> <p><b>INNOVATION-SETTINGS</b></p> <p>Moderation: <b>Christoph Santner</b>, CEO, RealMakers, Wien</p> <p><b>THE HITCHHIKER'S GUIDE TO INNOVATION SETTINGS</b></p> <p>Wege zur zielführenden Innovationsgestaltung</p> <p><b>Dr. Hans-Jürgen August</b>, Vice President Innovation &amp; Quality Management, Siemens Convergence Creators, Wien</p> <p><b>MARKADEMIE ALS ENABLING SPACE</b></p> <p>Innovation braucht Raum – warum wir dennoch nicht mit Architektur starten</p> <p><b>Carina Trapl</b>, Leiterin Kommunikation, MARK Metallwarenfabrik, Spital am Pyhrn</p> <p><b>Thomas Fundneider</b>, CEO, theLivingCore, Wien &amp; Frankfurt a. M.</p> </div> <div style="width: 33%;"> <p><b>NEUE GESCHÄFTSMODELLE</b></p> <p>Moderation: <b>Dr. Stefan Perkmann Berger</b>, Managing Director, WhatAVenture, Wien</p> <p><b>BUSINESS MODEL INNOVATION FOR A CONNECTED WORLD</b></p> <p>Geschäftsmodellentwicklung mit Bezug auf IoT und Smart Products</p> <p><b>Dr. Christian Kittl</b>, Geschäftsführer, evolaris next level, Graz</p> <p><b>GESCHÄFTSMODELL GESUNDHEIT</b></p> <p>Von Mobile über Wearables bis zur Cloud</p> <p><b>Roland Rott</b>, General Manager, GE Healthcare, München</p> </div> </div>
13:00	Mittagessen	<p>H. J. August D. Dahmen E. Enkel P. Fawkes Th. Fundneider Th. Hinterleitner</p>



14:15

Fünf Parallel Sessions

## INSPIRING PRESENTATIONS

Moderation: **Tarek Leitner**, ORF, Wien

### GREEN-CHEMISTRY

Next Generation Anti-Knocking Agent in Fuels

**Dr. Uwe von Ahsen**, Health & Environment, AIT Austrian Institute of Technology, Vienna

Five more presentations have to be selected.

These are matters of mobility, health, energy and environment.

## SMART LAB

Moderation: **Thomas Fundneider**, CEO, theLivingCore, Wien & Frankfurt a. M.

### GESCHÄFTSMODELL NACHHALTIGKEIT

Mit strategischem Design zur nachhaltigen Unternehmenstransformation

**Bernhard Puttinger**, Geschäftsführer, ECO WORLD STYRIA, Graz

**Georg Wagner**, Geschäftsführer, Spirit Design, Wien

### ONLINE-OFFLINE INTEGRATION

"Google Analytics" für die reale Welt

**Thomas Hinterleithner**, Geschäftsführer, LOC-Place.com, Parndorf

## LEAN INNOVATION WORKSHOP

### VON DER IDEE ZUR INNOVATION

Die Innovation Box im Einsatz

**Dr. Stefan Perkmann Berger**, Gründer, WhatAVenture, Wien

## BLUE OCEAN STRATEGY WORKSHOP

### WIE ZUKUNFTSSICHER IST IHRE VALUE PROPOSITION?

Live-Messung Ihres "Red Ocean" mit Hilfe von Value Curves

**Holger Trautmann**, Founder & Managing Partner, Blue Ocean Strategy Partner GmbH, Aschaffenburg

## TECHNOLOGIE UND FORSCHUNG

### FORSCHUNG – PATENTE – WERTSCHÖPFUNG

Wege zur erfolgreichen Innovation

**Lukas Madl**, Technologie Transfer Professional, tecnet equity, St. Pölten

15:30

Kaffeepause

16:00

Panel Discussion

### SHARED EVERYTHING? | About the effects of dematerialization and the Share Economy

Moderation: **Tarek Leitner**, ORF, Vienna | Introduction: **Nils Müller**, CEO, TRENDONE, Hamburg

**Rasoul Daniel Jalali**, General Manager UBER, Zurich & Vienna; **Dietmar Dahmen**, Enricher of people, innovation and user experiences, Vienna

16:40

Keynote

### DIGITAL WOLVES | Learn how digital dominates our environment and how you can be the alpha wolve in your business

**Dietmar Dahmen**, Enricher of people, innovation and user experiences, Vienna

17:20

Keynote

### THE FUTURE OF INNOVATION | Insights for 2025 | **Dr. Tim Jones**, Programme Director, Future Agenda, London

18:00

GET TOGETHER in der SKY STAGE

### THE INNOVATION GAME | An interactive session on adaptation, innovation and the best ways to quickly become a milionaire.

**Dietmar Dahmen**, Enricher of people, innovation and user experiences, Vienna

# SPEAKERS LAFUTURA



**Susan Choi** is formerly the director of Innovation and Strategy of Mandalah. While with Mandalah, she worked closely with Bayer in the EMEA region driving culturally relevant strategies to activation within Women's Health Care division. Prior to Mandalah, Susan was based in NYC and with Faith Popcorn's BrainReserve, a trend consultancy. Furthermore she is the Founder of Mister\_Susan a pop-up foodstore in Berlin. [www.mrsusan.com](http://www.mrsusan.com)



**Delia Dumitrescu** is a Lead Innovation Architect at Trendwatching. She is responsible for developing and delivering Apply Workshops where she helps participants become innovation-ready. Delia has published various books on trends and innovation, including Road Trip to Innovation and co-authored Trend Driven Innovation. She was also featured in Forbes Romania, in the Top 30 Under 30 list in 2014. [www.trendwatching.com](http://www.trendwatching.com)



**Orkide Ergün** is Designer and was born in Istanbul and specializes in the field of trend and colour research. During her many years as Art Director at leading agencies she has worked intensively in the areas of brand development and multi-sensory branding. In 2008 she founded ORKIDEE, her studio for trend-based brand development, in Berlin. She interprets current trends in product and marketing strategies in the key areas of lifestyle, beauty and food. [www.orkidee.de](http://www.orkidee.de)



**Piers Fawkes** is Founder & President at PSFK. The daily news site PSFK.com is read by 1.5 million creative professionals per day. With his team at PSFK Labs, Piers has provided product and marketing strategy advice to the world's leading brands including Apple, BMW, Google and Target. Piers is often called to give his point of view through leading media publications such as BBC, Bloomberg & Wall Street Journal. [www.PSFK.com](http://www.PSFK.com)



**Prof. Dr. Johann Füller** is Professor for Innovation and Entrepreneurship at the Innsbruck University School of Management. He is Fellow at the NASA Tournament Lab-Research at Harvard University. Füller has published more than 100 articles in the field of crowdsourcing, co-creation, online innovation communities. He is CEO of an innovation agency and has conducted over 100 theme-related open innovation and crowdsourcing projects. [www.uibk.ac.at](http://www.uibk.ac.at)



**Dr. Alexander Hahn** works for HYVE, a leading open innovation agency in Europe. He consults with HYVE's clients at the interface of innovation, marketing and sales. Additionally, he is a lecturer at Karlsruhe Institute of Technology and Solvay Business School in Brussels and has published extensively on innovation and marketing. Recently, he has been listed among the world's most productive researchers by the American Marketing Association. [www.hyve.net](http://www.hyve.net)



**Dr. Gilbert Heise** is the Head of Product- & Brandstrategy at Volkswagen. He is responsible for product portfolio, brandstrategy and -management, business development as well as mobility services. He has gained his expertise in the field of automotive marketing as Head of Group Market and Trend Research, Head of Group Customer Insight and Analysis and Head of Group CRM. [www.volkswagen.de](http://www.volkswagen.de)



**Rupert Hofmann** works for Audi Business Innovation/Trend Research, where he plans and conducts various foresight and insight projects. Focusing on Trend Receiver studies he implements the method he previously developed in his PhD together with Audi. Hofmann's interest in consumer culture and people's behavior and motives is also reflected in his observational drawings, which he realizes in stores, street situations or bars. [www.audi.com](http://www.audi.com)



**Rasoul-Daniel Jalali** is General Manager at UBER. Before he was consultant with the focus on technology and innovation. He has a degree in machine engineering and did his MBA at the London Business School with the main emphases on share economy. [www.uber.com](http://www.uber.com)



**Anna Kerschbaumer** is a designer, trend analyst and drafts concepts and ideas for the future. Her area of expertise is the world of fashion. Anna completed her "Master of Arts in Design" in field of excellence "Trends" at the Zurich University of the Arts. Anna's main focus is not fashion trends but socio-economic trends that will have an impact on the future development of the fashion industry. [www.zhdk.ch](http://www.zhdk.ch)



**Dr. Christian Kittl** is CEO at evolaris next level GmbH, a R&D centre focusing on business model and technology innovations for the Connected Life, based in Graz, Austria, where he has been working since 2000. He holds a master degree in telematics from the Graz University of Technology, received his PhD in business administration from Karl-Franzens-University and authored more than 40 publications. [www.evolaris.net](http://www.evolaris.net)



**Verena Kuen** is founder and CEO of 1030 Innovation Consulting as well as co-founder of Helix Innovation Network. The focus is on to push the envelope towards more innovative products, services, business models and innovative mindset. Verena teaches at the Vienna University of Economics and the Donau-Universität in Krems. [www.innovation1030.com](http://www.innovation1030.com)



**Nils Müller** is the founder of TRENDONE, the market leader in identifying key trends in fast moving branches of business. They work with a network of 80 trendscouts worldwide, investigating the latest "signals" pointing to greater developments. Within their platform, the Trendexplorer, these signals are combined to identify microtrends, macrotrends, and overarching megatrends. His speech will be about keeping innovation alive. [www.trendone.com](http://www.trendone.com)



**Tom Palmaerts** is a trendwatcher and partner at Trendwolves. He is a worldwide keynote speaker and trend consultant. In 2008 Tom Palmaerts was awarded "Youth trend specialist of the year" by the dutch trendwatching platform Second Sight, and in September 2013 he received the award "Trendwatcher of The Year". He also teaches at the University College Ghent. [www.trendwolves.com](http://www.trendwolves.com)



**Christine Papadopoulos** – As COO of RealMakers she ensures that visions and innovation thrive. She supports leading brands as well as start-ups with their innovation processes with structured Lean Management / SSG (Black Belt) methodologies. She has many years management experience at Ogilvy One, Draftfcb, Young & Rubicam, Deloitte and Microsoft in Africa, Europe and North America. [www.realmakers.org](http://www.realmakers.org)



**Cécile Poignant** has been working as a trend forecaster for more than 25 years. Together with Lidewij Edelkoort she founded 4 years ago a free access online resources for creatives: TREND TABLET. Currently, she is the editor of Trend Tablet, so she curates and shares content to explain how long term trends interact and affect our daily life. Trend Tablet's community is made of creative people from all over the world. [www.cecilepoignant.com](http://www.cecilepoignant.com)



**Sebastian Raßmann** – As a Senior Innovation Advisor Sebastian coaches agencies and companies and cooperates closely with them to improve their future business. Since 2009 he is part of the Business Development of TRENDONE. Furthermore Sebastian leads kick off presentations and is an important mediator between the clients and TRENDONE. His key issues in his presentations are Outernet, Technologies and Marketing. [www.trendone.com](http://www.trendone.com)



**Tina Roos** is Innovation Manager at AbbVie Germany, a leading global biopharmaceutical company. In her role she is committed to patient-centric innovation in order to create patient outcome oriented solutions that go beyond the drug. Before she held several positions within the strategy consulting business and in the TUI Group. She has a degree in economics and business administration from the Leibnitz University and Dublin City University. [www.abbvie.de](http://www.abbvie.de)

# ReferentInnen AUSTRIAN INNOVATION FORUM



**Christoph Santner** is an inspiring futurist, speaker, presenter and author. He supports leading brands i.e. SIXT, BMW, Audi as well as start-ups with their innovation processes. As CEO & Founder of RealMakers he is currently building a co-creation platform on which people can mutually realize their projects and share ideas. [www.realmakers.org](http://www.realmakers.org)



**Oliver Schmid** is founder of politur. The Berlin-based trend agency combines creativity with marketing know-how. politur specialises in visual analysis and consultancy for companies in areas including consumer products, interiors, automotive, cosmetics, textiles and retail. With the focus always on the brand, his work is based upon translating trends into concrete concepts for products and brand activities. [www.politurimnetz.de](http://www.politurimnetz.de)



**Stefanie Schmied** is 1030 Innovation Consulting's Senior Innovation Manager. Her background in cultural management and marketing make her an inspiring keynote speaker, workshop moderator and trainer. She blogs about startups and innovation. She is a guest lecturer at the Vienna University of Economics and Business, the Donau Universität Krems and the IMC University of Applied Sciences. [www.innovation1030.com](http://www.innovation1030.com)



**Prof. Dr. Hans-Willi Schroiff** is Founder and CEO at MindChange – a consulting company with the focus on the innovation with consumer-centric. He studied psychology and medicine at the Rheinisch-Westfälische Technische Hochschule (RWTH) Aachen. After his Ph.D. in Psychology, he became Assistant Professor at the RWTH Department of Psychology. He was global Market Researcher at Henkel AG & Co. KG. [www.mindchange.com](http://www.mindchange.com)



**Marius Starcke** is actually leading the team of Pioneers an established company bringing together the smartest startups with corporates, media and investors eager to support the next big thing. Besides he was project manager at Strategy Consultants in Central- and East Europe and he was also working at Wiener Risikokapitalfonds Speedinvest. [www.pioneers.io](http://www.pioneers.io)



**Bitten Stetter.** Her main responsibilities within the brand Bitten Stetter Fashion and Concept are focused on conceptual works and design. On the one hand Bitten Stetter creates independent collections, on the other hand she develops trend and style forecasts, design and exhibition concepts for the creative industry, museums and institutions. Currently she is the head of two Masterprograms at the University of Arts and Design Zurich. [www.bittenstetter.com](http://www.bittenstetter.com)



**Dr. Ilse Stockinger** is leader of FTI-coordination office at Wiener Stadtwerke and she is member of the board at Neue Urbane Mobilität Wien GmbH. Besides Ilse is co-founder of interdisciplinary projects such as PdD programme URBEM and the research project SMILE. [www.wienerstadtwerke.at](http://www.wienerstadtwerke.at)



**Brian Tiong** is a passionate, multi-disciplinary youth brand marketing specialist that enjoys exploring trends. He has a deep understanding of global popular culture from an Asian perspective. Over the past 2 decades, Brian and his company B-side has inspired and helped numerous youth focused brands in Asia by translating these cultural insights & trends into brand strategies. [www.b-side.com.sg](http://www.b-side.com.sg)



**Hubert Wallner** is Head of New Media at Porsche Austria since 2012. Before he was responsible for the sports marketing and brand partnerships at AUDI AG. [www.porsche.at](http://www.porsche.at)



**Dr. Hans-Jürgen August** ist VP Innovation & Quality Management bei Siemens Convergence Creators und verantwortet die entsprechenden globalen Aktivitäten des Unternehmens mit 19 Standorten in elf Ländern. Zuvor leitete er Projekte und zentrale Einheiten auch zu Strategischem Management, Change Management und Transformation. Er ist Co-Autor des Buches „Veränderungsmanagement und Strategische Transformation“. [www.convergence-creators.siemens.com](http://www.convergence-creators.siemens.com)



**Dietmar Dahmen** ist weltweit gefragter Sprecher und Creative Consultant für internationale Unternehmen. Außerdem ist er Chief Innovation Officer der Online Agentur ecx.io und Co Gründer der Eco-Plattform Earthback. Davor u.a. Creative Director (DDB-Heute), Executive Creative Director (Ogilvy) und Managing Director (BBDO). [www.dietmardahmen.com](http://www.dietmardahmen.com)



**Prof. Dr. Ellen Enkel** ist Leiterin des Dr. Manfred Bischoff Instituts für Innovationsmanagement der Airbus Group an der Zeppelin Universität in Friedrichshafen. Zu ihren Lehr- und Forschungsschwerpunkten zählen u. a. Open und Cross-Industry Innovation, Innovationskommunikation sowie Geschäftsmodellentwicklung. Zudem ist sie Herausgeberin des international führenden R&D Management Journal. [www.zu.de/institute/innovationsmanagement](http://www.zu.de/institute/innovationsmanagement)



**Piers Fawkes** ist Gründer & Vorsitzender von PSFK in New York. Er verantwortet die Website PSFK.com, die täglich von 1,5 Millionen gelesen wird. Piers zeigt Markenstrategien und ist Berater für Apple, BMW, Google. Zudem ist er angesehener Meinungsgeber für die Big Players im Medienbereich wie BBC, Bloomberg, New York Times, Wall Street Journal. [www.PSFK.com](http://www.PSFK.com)



**DI Thomas Fundneider**, MBA, ist Gründer und Geschäftsführer der Innovations- und Wissensarchitekten von theLivingCore und spezialisiert auf die Themenbereiche Strategie, Innovation und Transformation. theLivingCore entwickelt lebendige und zukunftsfähige Organisationen. Thomas Fundneider ist Gründungs- und Vorstandsmitglied der pdma Österreich und unterrichtet an mehreren europäischen Universitäten. [www.thelivingcore.com](http://www.thelivingcore.com)



**Thomas Hinterleithner**, MSc, ist Digital-Marketer mit Schwerpunkt Mobile und Location Based Services, Gründer und Geschäftsführer der LOC-Place GmbH, Vorstand im DMVÖ sowie Country Manager der Location Based Marketing Assoziation Austria. [www.LOC-Place.com](http://www.LOC-Place.com)



**Rasoul-Daniel Jalali** ist General Manager bei UBER. Davor war er als Unternehmens- und Strategieberater mit Fokus auf Technologie- und Innovationsthemen tätig. Er studierte Maschinenbau an der ETH in Zürich und besitzt einen MBA von der London Business School. Ein Semester absolvierte er an der UC Berkeley Haas School of Business, wo er sich vertieft mit Themen der Share-Economy befasste. [www.uber.com](http://www.uber.com)



**Dr. Tim Jones** ist Gründer und Programmdirektor bei der Future Agenda in London. Er verantwortete Annual Reports zum Thema Innovationsanalysen und ist Mitbegründer des globalen Netzwerkes "The Growth Agenda". Dabei hilft er Organisationen neue Geschäftsmodelle zu identifizieren. Zudem ist er (Co-)Autor von acht Büchern und angesehener Sprecher. [www.futureagenda.org](http://www.futureagenda.org)



**DI Dr. Christian Kittl** ist Geschäftsführer des auf die Entwicklung von Geschäftsmodell- und Technologieinnovationen im Bereich des Vernetzten Lebens spezialisierten Kompetenzzentrums evolaris next level GmbH in Graz, wo er seit 2000 tätig ist. Er besitzt einen Abschluss in Telematik von der TU Graz, promovierte in Betriebswirtschaft an der Karl-Franzens-Universität und ist Autor von über 40 Publikationen. [www.evolaris.net/de](http://www.evolaris.net/de)

# ReferentInnen AUSTRIAN INNOVATION FORUM



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**DI Martin Russ** ist seit 2011 Geschäftsführer der AustriaTech GmbH, einem Unternehmen des Bundes, das sich mit Lösungen für ein modernes, leistbares Mobilitätsystem beschäftigt. Russ ist Fachexperte im Bereich Digitalisierung und verknüpft dieses Know-how mit den Themen Sicherheit, Effizienz und Serviceorientierung in der Mobilität. Zuvor war Russ bei der FFG und im BMVIT in den Bereichen Forschung, Verkehrstechnologie und Patentwesen tätig. [www.austriatech.at](http://www.austriatech.at)



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**Holger Trautmann** ist Gründer und Geschäftsführer der Blue Ocean Strategy Partners GmbH und seit über 10 Jahren Partner der BOS-Erfinder, den INSEAD-Professoren Kim und Mauborgne. So vereint Holger Trautmann beides: state-of-the-art Methodenwissen und langjährige Praxiserfahrung – eine Kombination, die seine Workshops und Impulse zu bleibenden Erlebnissen machen. [www.bos-partners.de](http://www.bos-partners.de)



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**Mag. Georg Wagner** – Gemeinsam mit seinem Team konzipiert und realisiert Georg Wagner zukunftsähnliche Innovations- und Markenstrategien für Kunden aus den Branchen Mobilität, IKT, Energie, Industrie sowie Consumer. So entstehen werthaltige Produkte, Services und Marken, die auf Basis gelebter CSR und Effizienz die Zukunftsfähigkeit und den langfristigen Erfolg der Kunden sicherstellen. [www.spiritdesign.com](http://www.spiritdesign.com)



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Gerne nehmen wir Ihre Anmeldung online entgegen:

**www.austrian-innovation-forum.at**

Via E-Mail: barbara.schneeweiss@succus.at

Teilnahmegebühr **LaFutura 2015**, 14. Oktober 2015, € 380,-

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