

DR. JENS-UWE MEYER

Innovation Pioneer | Speaker | Author



International Keynotes 2021

Audience Feedback

"Dr. Jens-Uwe Meyer thrilled our customers!"
Heiko Packwitz, Chief Marketing and Communications Officer
Lufthansa Industry Solutions

"The keynote by Dr. Jens-Uwe Meyer was a truly great performance."
Sabine Kohleisen, Chairwoman of the Executive Board
Mercedes Benz Retail Germany

"Dr. Jens-Uwe Meyer was really awesome!"
Mark Graham, President
NPSA United States

"Thank you for this great keynote! You have truly inspired us and our customers!"
Bing Hao, Marketing and Communications
Huawei Enterprise Business Group



*Mercedes-Benz Retail
Berlin, 2019*



*Pirelli Night / AutoScout24
Zürich, 2019*



*Korean-German Chamber of Commerce
Seoul, 2019*

Keynotes

Dr. Jens-Uwe Meyer

Speeches 2021

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1

Digital Transformation

How COVID-19 accelerates digital change

How companies and their employees can benefit from the experiences of the COVID-19 crisis

In 2021, the post-COVID-19 era will begin step by step. What will that look like? Since the first lock-down, everyone has become aware of the potential of digital transformation.

Dr. Jens-Uwe Meyer shows the actual opportunities that are now arising. Because the next few years will be characterized by even faster change. It is essential to seize the opportunities of digitalization now and turn companies into digital winners.

An inspiring keynote for live events, virtual conferences and hybrid events, that take place live and are broadcasted worldwide.

Audiences: *Employees, professionals and managers, customers and associations.*

NEW!
Keynote also
available as
online speech



Watch:

Online Keynote by Dr. Jens-Uwe Meyer
<https://youtu.be/Bw-uc1xMahE>

2

Successfully Managing Digital Change

Passion and leadership as driving forces

Mobilize your energies for the digital revolution!

The digital transformation is changing all business units: Marketing and sales, production, IT and logistics, HR and finance. Business models and corporate structures are being rethought. Find out how you can successfully shape this change!

- Develop the future of your industry and your departments.
- Creating instead of just managing. Use the creative potential of your employees!
- Corporate culture starts in the mind of each individual!

This unique keynote will stimulate the desire for change and digitalization.

Audiences: *Employees, Specialists and Executives*

25.000
thrilled
listeners in
10 countries!



Video:

https://youtu.be/uMGN3Gq3_io

3

Vision Leadership

Leadership concepts for the age of turbo change

Leadership has never been so challenging!

Executives are the drivers of change! Their most important task: Developing the enterprise of tomorrow. Build agile structures, develop innovative work concepts and manage different generations - from digital natives to smartphone refuseniks.

Get to know Vision Leadership! Innovative leadership concepts to actively shape change.

- Clear visions beat big budgets
- Preservation and renewal are not contradictory
- Different generations become dream teams
- Small budgets, small teams and scarce resources as success factors

Audiences: *Top management, entrepreneurs, executives, customers*



Video:

Keynote TED Conference Nicosia, Cyprus, 2019
<https://youtu.be/W8RGkDvgHyk>

4

The Winning Strategies of Innovation Champions

Why innovation capacity is the most important skill of the future

Scientific findings presented in an entertaining and interactive way

What do innovation champions do differently? Why do they regularly achieve innovation success while other organizations find it hard to implement innovation? And how do they develop the most innovative products and services?

You work towards the most important skill in the markets of the future: your innovation capacity. This speech by Dr. Jens-Uwe Meyer shows how companies can become innovation champions. The mix of sound science, humor and interaction is unique!

Suited for: Directors, Executives, Heads of Innovation



Video:

<https://youtu.be/jWcbJu1lknU>

5

Radical Innovation

Become a market revolutionary

The keynote about the business bestseller

Companies that want to withstand today's competition have to reach for revolution. They need products that conquer markets that do not exist yet, services that are not considered possible yet and business models that turn the rules of whole industries upside down.

Innovations that require brave pioneers instead of administrators dealing with complicated processes. Radical innovation calls for new concepts that make companies more versatile and fearless.

This speech will introduce you to breakthrough approaches. It will show you how companies can become innovation champions through radical thinking.

***Suited for:** Top Management, Executives, Innovation Departments, Product Development and Marketing*



Video:

https://youtu.be/IT2F_RsCqco

Live Keynote

20 - 60 minutes

Motivating, inspiring, entertaining

Dr. Jens-Uwe Meyer's keynote speeches are a unique combination of outstanding expertise and a sense of the natural flow that a speech requires: Filled with practical examples from his daily work with executives and top management of companies.

The blend of information and entertainment has shaped the career of Dr. Jens-Uwe Meyer: As morning show host on the radio in the early 1990s, he entertained several hundred thousand listeners a day. As a TV correspondent, he was characterized by the ease with which he explained even topics such as the crisis on Wall Street or Middle East politics.



Video:

<https://youtu.be/ALnIPqV84A4>

NEW! Online Keynote

20 - 60 minutes

Live from a virtual TV studio

The online live keynote by Dr. Jens-Uwe Meyer: Sophisticatedly produced, live from a virtual TV studio, with several cameras and professional direction. An innovative online speech format for virtual conferences, hybrid events and virtual trade fairs.

The online keynote by Dr. Jens-Uwe Meyer is based on many years of experience as a TV correspondent and international keynote speaker. As chief reporter for ProSieben, he reported live from more than 25 countries. He was the face of the TV station at international events and news.



Watch:

Online Keynote by Dr. Jens-Uwe Meyer
<https://youtu.be/Bw-uc1xMahE>

Resume of Dr. Jens-Uwe Meyer

Management thought leader, book author, digital entrepreneur

Preparing companies for the future - that is the mission of Dr. Jens-Uwe Meyer. He is an internationally sought-after keynote speaker on digitalization, innovation and leadership. His keynote speeches are scientifically solid, full of practical examples, interactive and entertaining.

A fascinating resume

- Trained as a police commissioner. Worked at Hamburg's Davidwache and as a narcotics investigator.
- Pioneer and program director in private broadcasting.
- Chief reporter for the German TV station Pro Sieben with reports from more than 25 countries.
- Doctorate on corporate innovativeness.
- Author of 13 books, more than 200 professional articles.
- Longtime consultant of more than 300 companies in innovation and digital transformation.
- Digital entrepreneur and software architect, Founder and CEO of Innolytics AG.

This is why Dr. Jens-Uwe Meyer is considered one of Europe's top experts on digital transformation

In 2015, Dr. Jens-Uwe Meyer initiated a radical change in his own company, then Innolytics GmbH. He transformed his consulting business, which served clients such as Vodafone, Astra Zeneca, Microsoft and Bosch Siemens Hausgeräte, into a digital company. The company began developing software on management systems. He developed an online marketing strategy that still earns the company top Google rankings today. As an expert on digital transformation, Dr. Jens-Uwe Meyer understands the challenges facing companies around the world: Systematically re-thinking business models, initiating the digital transformation process, developing innovations and implementing them consistently.

www.jens-uwe-meyer.com

References

Latest Keynotes

Germany / Austria / Switzerland

Lufthansa IT Systems, Autoscout24.ch, Unternehmertag Dessau-Roßlau, Bundesverband der Deutschen Schrottverwerter, Intersystems, Adobe, Vodafone, Fraunhofer IDMT, NEW AG, Trianel, Huawei, Wertgarantie, Fachverband der Österreichischen Chemie, famila Handelsmärkte, CFO Forum Interlaken / CH, Leipziger Gruppe, Kreisverwaltung Pinneberg, NiedersachsenMetall, Siemens, Uniper Energy, Deutsche Post IT, Volvo, CDU, Mercedes-Benz Retail

International Keynotes

Siemens Zagreb, TEDx Konferenz Nicosia / Cyprus, German-Korean Chamber of Commerce Seoul / South Korea, NPSA Napa / California, Bolton Adhesives Rotterdam

Earlier Keynotes

Germany / Austria / Switzerland

Dachser SE, SAP Bankenforum, Hobart GmbH, Fujitsu, Campustage Tobit Software AG, Thyssen Krupp, Schott, Infineon, Fraunhofer FIT, GEVA, Energieforen, Wanzl, Life Science Nord, Freiburger Mittelstandskongress, Viessmann, Wienerberger, World of Cloud, MVV Energie AG, KELAG, Hewlett Packard, Lokalrundfunktage Nürnberg, Landesbank Berlin, Bosch, Gerolsteiner, Bundesagentur für Arbeit, Deutsche Telekom, REMONDIS, HOPPECKE, DHL, BMW

International Keynotes

Siemens Brno / Czech Republic, Microsoft Budapest, KWS Lochow Lille / France, Bilfinger SE Den Haag / NL, ISPIM Montreal / Canada, Alternus San Francisco / USA, Daimler Financial Services Barcelona,

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