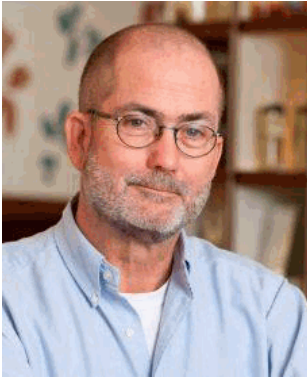


## TIM COLE



### Thought Leader on Digitalisation

Tim Cole is considered one of the leading publicists on the topic of business and technology in the German-speaking world. For more than 20 years, he has been dealing with the question of why some companies have such a hard time with the changes of the digital age and why others are so successful. The American-born journalist is therefore considered a thought leader on digitalisation in Germany.

Tim Cole began his journalistic career in 1971 has worked for well-known publications such as "Stuttgarter Nachrichten", "auto, motor und sport", "Der Feinschmecker", "Capital", "Bild" or "Die Welt". Until 1995, Tim Cole headed the multimedia group at Motor-Presse in Stuttgart. He then takes over the management of the first German-language industry service for the online industry, the "Internet-Report". From 1997 to 1999 he is editor-in-chief of the business magazine "NET-Investor". In 2004, Tim Cole co-founded Kuppinger Cole + Partner, one of the leading European analyst firms for all topics related to digital identities and identity management. In 2007, he and his partners organised the European Identity Conference at the Forum Deutsches Museum in Munich, which has since become a major gathering of the global identity industry.

Tim Cole's focus is on the interaction between business and technology ("BizTech"). He regularly writes articles, commentaries and columns for Capital, Welt am Sonntag, Geschäftswelt, Computer-Bild, Computerzeitung and com! His book "Digital Transformation" became "Bestseller No. 1" in the Amazon category "Management" and has quickly become a standard work for entrepreneurs and managers. Tim Cole is a sought-after speaker and moderator on all topics of the so-called "New Economy".

#### Topics (Selection):

- Digital Transformation
- Wild Wild Web
- Intelligence of the Future
- Social, Mobile and Big Data