

KAI DIEKMANN



Founder Storymachine
Editor "Bild"-Newspaper (2001-2017)

Kai Diekmann is one of the most influential personalities in German journalism. As long-serving editor-in-chief and later publisher of BILD, he shaped Europe's largest news brand for over three decades and turned it into one of the country's most influential media platforms.

Kai Diekmann (*1964) began his career with a traineeship at Axel Springer, which took him from Hamburg via Bonn to New York. As a political correspondent, chief reporter and editorial director, he quickly established himself as an outstanding journalist with a feel for relevant topics and media trends. He wrote for Bunte and B.Z. before becoming editor-in-chief of WELT am SONNTAG in 1998 and taking the helm at BILD in 2001. Under his leadership, BILD developed into a digital news brand with 39 million readers and users every month. A decisive turning point in his career was his stay in Silicon Valley in 2012/2013, where he explored new digital business models for Axel Springer and learnt from the world's most innovative tech companies. He still uses this experience today as a strategic consultant for digital transformation.

After leaving Axel Springer in 2017, Diekmann dedicated himself to new challenges as an entrepreneur. With the founding of the social media company Storymachine, he set new standards for data-driven brand communication and digital strategies. He is also co-founder of the German Future Fund and Global Advisor to the Next Media Accelerator, which supports innovative start-ups in the media sector. His expertise is also valued internationally: he has been a non-executive director of The Times of London since 2011 and a member of Uber's Public Policy Advisory Board since 2017. He is also Chairman of the Friends of Yad Vashem in Germany e.V. and a member of the Supervisory Board of Wild Bunch AG.

Kai Diekmann is a sought-after dialogue partner on the topics of digital transformation, media change and corporate communications. With his unique mix of journalistic experience, entrepreneurial vision and international networking, he provides insights into the future of the media world and the challenges of the digital revolution.

Topics (Selection):

- Why we should embrace digitalisation in everyday life
- Elon Musk's principle - how social media is revolutionising our communication
- How digitalisation and artificial intelligence are making our everyday lives better
- Picture. Power. Politics - The secrets behind Europe's biggest media brand