

JOHANNES KLESKE



Trend Analyst for Digital Strategies Director of Foresight Third Wave

Johannes Kleske is a thought leader and trend analyst with his focus on digital strategies in corporate communications. With his consultancy Third Wave, he specialises in observing new developments in digital technologies and their effects on human behaviour.

Johannes Kleske studied Media System Design at Darmstadt University of Applied Sciences from 2001 to 2006. In February 2006, he graduated at the top of his class with his diploma thesis on the topic of knowledge work with social software, thus analysing the use of Web 2.0 tools for internal company communication at a very early stage, long before the field became established under the term Enterprise 2.0.

After graduating, Kleske freelanced for one and a half years as a front-end developer, community manager, conceptual designer, information architect and professional blogger. In 2007, he was recruited by the international marketing agency Neue Digitale / Razorfish to develop the largest social network in Germany for women as an information architect for the Brigitte publishing group. He later built up the agency's discipline of social media, which is now an essential part of the its product portfolio. Most recently, he increasingly expanded the familiar terrain of marketing to include areas such as management consulting and product development.

In October 2010, Kleske co-founded the digital strategy consultancy Third Wave in Berlin, which helps clients to understand and successfully implement trends and developments in the digital field. It also organises conferences on new topics. Under berlinblase.de, Kleske runs a blog with friends from the web scene in which they follow the European web conference scene and report directly from the conferences. He is both a participant and a sought-after speaker at numerous web and marketing conferences in Europe.

Topics (Selection):

- Responsive Innovation
- Digital Transformation
- Big Data - What remains of the hype?
- A critical look at the technology hype and our handling of data
- Social Media & Digital Communication
- What comes after Facebook, which new communication behaviours are relevant for companies?
- Trends & developments - What do you need to be on the lookout for?
- Smart cities or smart citizens? Digital city life
- Quantified Self - The digital self-measurement
- Information overload - How do I keep up without going crazy?
- Corporate management of tomorrow