



Trend Analyst for Digital Strategies
Director of Foresight Third Wave

Johannes Kleske is one of the leading trend analysts and future thinkers in the German-speaking world. As a foresight consultant, keynote speaker and long-standing agency founder, he has been supporting companies on their way into the digital future for almost two decades. He specialises in the strategic observation of technological developments and their impact on communication, work culture and society.

After graduating top of his class in Media System Design at Darmstadt University of Applied Sciences in 2006, Kleske recognised the potential of social software for internal communication at an early stage - long before terms such as Enterprise 2.0 had become mainstream. This was followed by positions as a front-end developer, blogger and information architect as well as a key role at the international digital agency Neue Digitale / Razorfish, where he was responsible for the social media strategy for Germany's largest women's network.

In 2010, he founded his own consultancy, Third Wave, in Berlin, which helped companies such as SWR, WWF and Messe München to understand digital trends at an early stage and utilise them for their own benefit. As Senior Director Foresight at Edenspiekermann (2022-2024), he deepened his expertise in the field of strategic future planning. Since autumn 2024, he has been working as an independent foresight consultant - with the aim of leading organisations from reactive mode to actively shaping the future.

Kleske is not only a Master's graduate of the renowned futures research programme at the FU Berlin, but also co-founder of the Network for Critical Futures Research. His keynotes - at re:publica and the Future of Health Xperience, among others - are inspiring invitations to think ahead. He combines in-depth analysis with a critical view of tech hype and offers concrete guidance in the digital transformation.

Johannes Kleske doesn't just talk about the future - he shows how to shape it. Clear, to the point and with a deep understanding of people, technology and culture.

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