



Trend Analyst
Expert on Innovation

Eckard Minx is a futurologist and has been one of the leading thinkers in his field for many years. He focuses on long-term developments in economy and society, and on how organisations can make sound decisions in the face of uncertainty. At the heart of his work lies the conviction that the future is not an abstract scenario, but a space that requires strategic thinking and clear direction.

This perspective was influenced by his many years of service at Daimler AG. There, he played a decisive role in expanding research into social and technological developments and headed the 'Society and Technology' research group in Berlin and Palo Alto for many years. In this role, he combined scientific analysis with business practice and developed approaches for identifying complex changes at an early stage.

From 2008 to 2021, Minx headed the Daimler and Benz Foundation. He strengthened it as a platform for exchange between academia, business and society and provided impetus for key questions about the future. To this day, he serves as an honorary professor and, as co-founder of a think tank, supports companies and institutions with strategic issues.

In his talks, Eckard Minx demonstrates how complex developments can be structured and how organisations can find their orientation when traditional forecasting methods reach their limits. He highlights the scope for action that exists and explains how strategic decisions can be prepared in the face of uncertainty.