



Futurologist
Expert on Future Developments

Max Thinius is a futurologist, future designer and consultant specialising in social, technological and economic transformation. He helps companies, organisations and regions to view the future not as an abstract forecast, but as a space of possibilities that can be shaped. His work centres on the question of how people and institutions can actively harness new technologies, social change and economic developments to their advantage.

His perspective on the future deliberately differs from that of traditional futurology. Whilst the latter primarily analyses trends and describes probabilities, Max Thinius develops concrete scenarios and strategies that enable companies, local authorities and organisations to actively shape their future. In doing so, he focuses in particular on the impacts of artificial intelligence, digitalisation, new skills requirements and the transformation of the economy and society.

Following his training as an actor and his work as a presenter and comedian, Max Thinius (*1969) gained early experience in the fields of communication, innovation and entrepreneurship. Inspired by the entrepreneur Anita Roddick, he developed the ambition not only to analyse the future, but also to actively help shape it. This was followed by roles in the media and agency sectors, as well as the establishment of a sustainable investment firm, an international rating agency for sustainable financial products, and an institute for strategy assessment. In addition, he supported Deutsche Post for many years in setting up the online supermarket AllyouneedFresh and was a co-initiator of the industry platform Next Generation Food. Today, Max Thinius is a co-founder of the non-profit Futurneo Institute for Future Design and, in 2026, also founded the possible.institute. There, he works with companies and regions to develop strategies for the future of the economy, work and community life. He also advises companies ranging from SMEs to DAX-listed corporations, as well as public institutions and associations.

As an author and journalist, Max Thinius also explores the long-term changes of our time. He has served on scientific advisory boards, collaborated with government departments and regularly publishes articles on future-oriented and innovation-related topics. His talks, which are individually tailored to the sector and audience, combine social developments, technological innovations and economic perspectives to form a clear and comprehensive picture.

Topics (Selection):

- The future doesn't just happen - we shape it
- The housing miracle
- New skills for a digital world