



Expert on Change Management within a Digital Context

Klemens Skibicki deals with the effects of digital media on society. He is an expert on online marketing and digital transformation of companies. In his much-cited books, as well as in his informative lectures, he shows how the framework conditions for customers and companies have changed in the digital age and how these can be used.

Klemens Skibicki (*1972) studied business administration and economics in Cologne. After graduating, he received his doctorate in economic history in 2001. From 2004 to 2019, he is Professor of Marketing and Market Research at the Cologne Business School in Cologne with the research focus on digital transformation.

With his PROFSKI management consultancy, he uses his wide-ranging, interdisciplinary experience with well-known medium-sized and large companies to accompany them through digital structural transformation at management level. As a consultant for selected top executives he is the interface to a broad network of consultancies, agencies, freelancers, software houses and investors.

From 2013 to June 2018 Skibicki is a member of the advisory board "young digital economy" in the German Ministry of Economics and Technology and since 2015 he is also the digital ambassador of the Minister of Economics of North Rhine-Westphalia. In addition, he has been involved in various digital start-ups as an investor and business angel for around 15 years and has been an international keynote speaker for over 10 years.

Topics (Selection):

- Web 3, NFT, Metaverse or should we do our homework on digital transformation first?
- After Corona - The new working world
- Where are Germany and Europe in the digitally networked age?
- Social selling - old great sales wine in new digital bottles
- Social media in B2B more important than ever!
- Change Management - how to make the change in people's minds a success!
- Leadership and cooperation in times of remote working
- New Work - really all new?