



Top 100 Digital Influencer
CEO and Founder bluegain

Dr. Carsten Linz is leading organizations to transform for the intelligent age. He was named TOP 100 influencer on digital transformation and artificial intelligence. He is the CEO and founder of bluegain, a company that helps leaders in their challenging missions to transform established companies at the intersection of digital, business model, and sustainability shift to gain the competitive edge.

He holds a PhD in Innovation Management from University of Bern/Switzerland ('summa cum laude') and a Diploma degree in Economic Engineering from Karlsruhe Institute of Technology ('with distinction'). He studied System Dynamics and Entrepreneurship at MIT Sloan School of Management, Leading Change and Organizational Renewal at Harvard Business School, and Corporate Strategy at INSEAD Fontainebleau.

In nearly 20 years in leadership positions focused on software, data and digital growth, he has built several EUR 100 mio. businesses and led enterprise-wide transformation programs for more than 60,000 employees. His capacities include Group Digital Officer at BASF, Business Development Officer at SAP, and Global Head of the Center for Digital Leadership.

He is represented on various boards including the o9 Executive Council/Dallas, Shareability's Technology & Innovation Committee/Los Angeles, and Social Impact/Berlin. He is a member of the World Economic Forum's Expert Network on Digital Economy and NewLeadership and of the investment committee of European's largest seed capital fund.

His most recent book 'Radical Business Model Transformation' was published by KoganPage London, translated into several languages, and – now in its second edition – is considered a standard reference in business model and digital transformation literature. His articles have appeared in renowned journals such as Forbes, MIT SloanMgmt. Review, Harvard Business Review/Manager, CIO Magazine, Computerwoche, D!gitalist, and Frankfurter Allgemeine Zeitung.

Carsten Linz is a sought-after keynote speaker and teaches in executive programs at the European School of Management & Technology Berlin, Mannheim Business School, University of St. Gallen and Stanford Graduate School.

Topics (Selection):

- New Leadership in the Digital-Intelligent Age
- Radical Business Model Transformation - How Winning Companies prepare for the Next Normal
- Winning Patterns in Digital Transformation (incl. AI, Smart Data)
- The 5 Secrets of Digital Platforms and Digital Ecosystems

Publications (Selection):

- Radical Business Model Transformation: How to Gain the Competitive Edge in a Disruptive World, 2021, 2017