



Geopolitical Consultant and Government Relations Executive
Helmut-Schmidt-Fellow 2023, German Marshall Fund of the
United States

Ansgar Baums has worked in corporate government relations for more than a decade and has been focussing on the impact of geopolitics on technology companies since 2017. Ansgar Baums has impressive expertise in global strategy, IT security and economic and innovation policy.

Baums (*1976) is a trained political scientist, he holds a Diploma in Political Science from the Free University of Berlin and a Master of Science in International Strategy and Economics from the University of St Andrews (with distinction). Ansgar Baums was a German Marshall Fund Memorial Fellow 2017/18 and graduated from the Harvard Kennedy School's Executive Education Programme in Mastering Trade in 2019. He began his professional career as an analyst for the German intelligence service and subsequently worked for leading companies in the tech industry, including as Director of Government Relations at SAP, as Head of the Global Strategy Programme at HP Inc and from 2020 to 2023 he was Head of Political Communications at Zoom.

Since 2023, Ansgar Baums has been Senior Advisor at SUB Erste Lesung, agency for strategic consulting and political communication, and consultant with Berlin Global Advisors. He is Helmut-Schmidt-Fellow 2023 of the German Marshall Fund and the Zeit-Stiftung, non-residential fellow of the Global Public Policy Institute (GPPI) and since 2014 member of Atlantik-Brücke e.V. His book on geopolitics and IT will be published in 2024.

As a keynote speaker, Ansgar Baums impresses with in-depth knowledge and a wide range of experience. Political megatrends and macroeconomic developments are among his focal points, as are the rise of China and the impact of global geopolitical competition, technology and global value chains. He talks about geoengineering - the interface between geopolitics and technology - about techlash and deglobalisation. He analyses what the drivers behind these trends are and how companies with extended supply chains can deal with new kinds of geopolitical risks. He shows why we need to better understand how geopolitics will influence technology, even though there is a widespread assumption that technology shapes society.

Topics (Selection):

- De-Globalisation
- China
- Tech Lash

Publications (Selection):

- Tech Cold War: The Geopolitics of Technology (mit Nicholas Butts), 2025