



Thought Leader on Digitalisation, Communication and Future Competence
Co-founder and CEO of ada
Professor of Corporate Communications, University of St. Gallen

Miriam Meckel stands for smart analyses, clear words and an extraordinary career at the interface of media, business, science and politics. As Professor of Corporate Communications at the University of St. Gallen, co-founder and Executive Officer of the EduTech company ada and former Editor-in-Chief and Publisher of WirtschaftsWoche, she brings in-depth knowledge and visionary foresight to the key future issues of our time.

After studying journalism, sinology, political science and law in Münster and Taipei, Meckel worked for ten years as a TV journalist, presenter and editor for broadcasters such as ARD, RTL and VOX. She then moved into politics - as government spokesperson and State Secretary for Media and International Affairs in the North Rhine-Westphalian state cabinet. Other positions have taken her into corporate communications and strategy consulting at the Brunswick Group and into academic teaching at top international universities - including Harvard, Singapore Management University and the University of Vienna.

Miriam Meckel is involved in numerous advisory boards and scientific committees, including Message, the Institute for the Promotion of Young Journalists (IfP), the advisory board of the German Investor Relations Association (DIRK) and the international jury of the World Bank Foundation Development Gateway, whose prize for digital innovation she helped to develop. She was honoured with the Cicero Speaker Award for her convincing stage presence and scientific communication skills.

As a keynote speaker and panellist, she is as inspiring as she is analytical - well-founded, understandable and always with her finger on the pulse. With a clear view and surprising perspectives, she succeeds in making complex topics tangible.