



**CEO Digitalscouting  
Insurance Influencer**

Dr. Robin Kiera is one of the top insurance professionals in Germany and a true Insurtech insider.

After starting as an insurance broker, Robin Kiera held senior positions in the finance and insurance industry. He also helped build start-ups and was responsible for their product development. Some of his products have moved billions.

He is founder of Digitalscouting and coined the term Attention Hacking and Micro-Influencing - a new way of communicating with B2B and B2C customers. Today, Digitalscouting is one of the fastest growing strategy consultancies and best known marketing agencies in the European insurance industry.

Dr. Robin Kiera is one of the most internationally known insurance and technology experts with over 80.000 followers and a monthly coverage in the millions. He is a speaker, author and blogger and has more than ten years of experience in this field. He does not only lead large transformation projects in companies, he also helps start-ups to scale and optimize their structures. He has worked for companies such as Allianz and Goodgame Studios.