



ANNA KOPP



IT Director Microsoft Germany

**Expert on Digital Transformation and Leadership
Rock Singer**

Anna Kopp is Director IT at Microsoft Germany and has been working in the high-tech industry for around 30 years. She specialises in the new world of work from a cultural, political and practical perspective, advocates flexible working models and uses her expertise to drive change. Anna Kopp combines technical expertise with inspiring leadership.

Anna Kopp comes from Sweden, where she studied International Communication at Stockholm University. A semester abroad took her to Germany, where she has lived since 1992. She has been working in the IT industry since 1993 and therefore has around three decades of experience in various roles, from salesperson to director. Anna Kopp has been Director IT at Microsoft Germany since 2015 and has worked for the company since 2004. Prior to that, she held a global role as Customer Satisfaction Lead for Advertising and Online, and before that led the EMEA-wide midmarket sales organisation, which was responsible for sales in 72 countries and pursued a target of \$720 million with an organisation of 600 salespeople. She is also branch manager of the large head office in Munich, co-chair of the Women@Microsoft ERG Board and member of the advisory board of the Munich Business School and last but not least Bavarian delegate in the digitalisation committee of the German Chamber of Industry and Commerce.

In 2020, she was voted one of the most inspiring women in Germany and has won several technology and industry awards as well as diversity and inclusion awards. In 2019, she was listed among the top 50 technology influencers in Munich. She sings in a rock band and was even honoured with the German Rock Oscar as Germany's best singer.

Her career in senior leadership positions has made her an expert in team management in flat hierarchies and virtual teams. She is committed to promoting diversity and inclusion, especially the empowerment of women in the world of work. Anna Kopp is a sought-after speaker at national and international conferences. With her extensive experience in the IT industry and her passion for the new world of work, she offers valuable insights into topics such as digitalisation, flexible working models and diversity. Her presentations are characterised by her practical experience and her deep understanding of cultural and political aspects of the modern world of work.

Topics (Selection):

- AI with a human focus: how new technologies are changing the world of work
- AI and Consumers
- • Digital transformation, a buzzword? 5 pillars of successful transformation
- • Back to the future, transformation in practice, the big why and how?•
- Change is not a hobby, transformation is an investment topic