

ANNA KOPP



IT Director Microsoft Germany

Expert on Digital Transformation and Leadership
Rock Singer

Anna Kopp is Director of IT at Microsoft Germany and has been working in the high-tech sector for around 30 years. She is a specialist in the new world of work, particularly in relation to AI, from cultural, political and practical perspectives; she advocates for flexible working models and uses her expertise to drive change. Anna Kopp combines technical expertise with inspirational leadership.

Anna Kopp is originally 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 sector since 1993 and can therefore look back on around three decades of experience in various roles, starting as a sales assistant and rising to the position of director. Anna Kopp has been Director of IT at Microsoft Germany since 2015 and has worked for the company since 2004. Previously, she held a global role as Customer Satisfaction Lead for Advertising and Online, and before that she led the EMEA-wide mid-market sales organisation, which was responsible for revenue in 72 countries and, with a team of 600 salespeople, pursued a target of \$720 million. She is also Branch Manager of the large Munich headquarters, Global Co-Chair of the Women@Microsoft Inclusion Network, and serves as a patron of the German Association for AI Transformation and on the Advisory Board of CIDO Women, the women's network of CIOnet.

In 2020, she was voted one of Germany's most inspiring women 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, and in 2025 she was voted one of the 50 most influential women in tech in Microsoft's history. She sings in a rock band and has even won the Rock Oscar as Germany's best female singer.

Through her career in senior leadership roles, she is an expert in team management within flat hierarchies and virtual teams. She is committed to promoting diversity and inclusion, particularly the empowerment of women in the workplace. Anna Kopp is a sought-after speaker at national and international conferences. With her extensive experience in the IT sector and her passion for the New World of Work, she offers valuable insights into topics such as digitalisation, flexible working models and, of course, the major topic of AI: how do we move forward? as well as diversity. Her keynotes are characterised by her practical experience and her deep understanding of the cultural and political aspects of the modern workplace.

Topics (Selection):

- Opportunities of AI in the New World of Work
- AI and the Consumer
- Human-Centered AI: How New Technologies Are Transforming the Workplace
- Digital Transformation — Just a Buzzword? The 5 Pillars of Successful Transformation
- Back to the Future: Transformation in Practice — The Big Why and How
- Change Is Not a Hobby: Transformation as an Investment Topic