DANIEL SZABO



Expert in AI and Cultural Change
Founder, CEO, Investor, Supervisory Board Member

AI projects rarely fail because of the models. They fail because of people, habits and leadership. Daniel Szabo doesn't know this from studies, but from his own experience. He has founded AI companies, built them up within corporate groups and now invests in companies that have yet to undergo this transformation. His experience is that around 70 per cent of AI implementation is about change. Anyone who treats it as an IT project will end up with licences, but no real change.

As CEO of Körber Digital, he built up the Körber Group's AI venture studio. It grew from zero to €20 million in software turnover, with 450 people across five locations in three countries. Under his leadership, Körber Digital was admitted to the World Economic Forum's Global Innovators Community. He has co-founded six companies, two of which have been sold. As CEO of YOU MAWO, he led the company to become a supplier of 3D-printed glasses in over 20 countries, with Siemens and ZEISS as partners. Today, a growth investor holds a majority stake. FactoryPal, an AI solution for manufacturing, is now part of the Valmet Group. Other ventures include InspectifAI, Vaibe and the AI consultancy Quantineers.

Today, he works where AI must prove its worth in everyday life: in Germany's SME sector. He is Managing Partner of Generation Tech Partners, which he co-founded. The Hamburg-based investment firm invests in owner-managed companies undergoing succession planning and re-engineers them using AI. At the Frankfurt School of Finance & Management, he teaches executives how to work with AI. As a member of the supervisory board of the Hörmann Group in Munich, he is helping to guide the transformation of a family-run business from within. As jury chair of the Capital Best of AI Awards 2026, he identifies which AI projects are making a real impact in German companies.

His method is called Task Architect. Its core principle: AI does not see jobs. It sees tasks. By breaking roles down into tasks, one can consciously distribute work between humans and machines. This takes away people's fears and leaves the organisation with no excuses.

On stage, he is a practitioner, not a futurist. His keynote speeches are wake-up calls equipped with practical tools: his own experience, a few telling figures and a first step to take on the next working day. He speaks in German and English to leadership circles, HR organisations, executive boards and at strategy days.

Topics (Selection):

- Who's in charge when the machine is working?
- The Task Architect: Tasks rather than positions
- AI is culture
- Just do it: from AI pilot to everyday practice
- HR as the architect of the AI organisation