



PROF. DR. CHRISTIAN STUMMEYER



ECONOMY, FUTURE, DIGITALIZATION

Professor Christian Stummeyer ranks among Germany’s leading digital experts and is holder of the chair of Business Informatics and Digital Commerce at the Technical University of Ingolstadt. After long-standing stations at the Boston Consulting Group and the global management team of Siemens AG, he has been an e-commerce entrepreneur and instrumental in shaping the growth strategy of a leading online retailer of premium designer furniture. For several years, the experienced strategy consultant was responsible for the management consulting business of the UDG United Digital Group, Germany’s largest digital agency. He is also the scientific director of AININ, the Bavarian Research Center for Artificial Intelligence in Ingolstadt, a visiting professor at the South China University of Technology in Guangzhou and a sought-after keynote speaker.

- MARKETING
- INNOVATION
- DISRUPTION
- GENERATION Y/Z
- START-UP CULTURE
- AI
- TRANSFORMATION
- NEW WORK
- SALES
- CONSULTING
- SCIENCE
- BIG DATA

KEYNOTES

The customer of the future – in B2C and B2B – understand, surprise, inspire

- Success strategies for digital sales and digital marketing
- The 11 theses on the digital customer of the future – how to reach and win over digital natives
- Nudging, convenient commerce and predictive selling

Megatrend AI – a journey through time of Artificial Intelligence

- Artificial intelligence, an infinite story – development, status quo, outlook
- Fields of application of AI in sales and marketing for better service and more revenue
- Ethical decisions at the limits of AI

Digital business models – success factors you need to know

- How to identify your customers’ pain points and develop a digital business model from them
- How to become successful as a manufacturer or retailer with Amazon in B2C and B2B
- How to find and develop the right talents for the working environments of the future

INFORMATION

- Fees:** on request
- Travel expenses from/to place:** Munich (D)
- Languages:**
- Individual content customisation possible
- Handout/further documents

SEMINARS / COACHING

Distribution via online marketplaces

- Successful product distribution on Amazon, Alibaba, Mercateo & Co. for manufacturers and dealers
- Choosing the right sales strategy for the right online marketplaces in B2B and B2C
- Successful implementation of your own marketplace business

Digital Commerce in B2B

- Success in e-commerce for manufacturers, service providers and dealers
- Developing the right e-commerce strategy in the B2B sector
- Define and implement the e-commerce roadmap

Coaching

Coaching of executive board members, managing directors, shareholders, owners and supervisory board members and the development of the digital vision, the digital strategy and the digital roadmap for the company

FORMATS

- Lecture
- Interview
- Seminar
- Consulting
- Talk/discussion
- Moderation
- (One-to-one)Coaching
- Online/Web based
- Impulse Lecture
- Testimonial



CONSULTING

- **Consulting for large corporations and midsize companies** to help them successfully master the challenges posed by the digital transformation and make optimal use of digital sales and service channels for their business
- **Strategy consulting on e-commerce, digital commerce, cross- and omni-channel scenarios** for brand manufacturers, wholesalers, retailers and service providers in B2B and B2C business
- **Creation of business cases** for e-commerce scenarios and digital business models
- Development of a **strategy for sales via online marketplaces** like Amazon, Alibaba & Co. for manufacturers and dealers in B2B and B2C
- **Digital due diligence for private equity companies and family offices** in the context of planned M&A transactions

NUMBERS, DATA AND FACTS

- Over 50 keynotes and impulse speeches in the last two years
- Over 400 events (seminars, workshops, lectures, moderations, webinars) in the last two years
- Over 100 satisfied consulting customers in the last 20 years, including DAX corporations, well-known medium-sized companies and family businesses
- Inclusion in the league of the „Top 100 Excellent European Speakers“ of the Handelsblatt
- Outstanding Teaching Award 2019
- Numerous keynote speeches at leading industry events, including opening keynote speech at Neocom 2018 in Bonn, conference president and keynote speaker at the eTail Germany 2019, 2020 and 2021 in Berlin, opening keynote speech at the Retailtech Hub EXPO DAY 2019 (MediaMarktSaturn & Plug and Play) in Munich

CONTACT: PREMIUM LEADERS MANAGEMENT



Alexander Schungl, CEO & Founder
Premium Leaders Management
by Premium Leaders Club
Mobile: +49 (0)179 45 16 375
management@premium-leaders.club

SPECIAL TOPICS

- Investor and business angel with own investment company
- Advisory board member in several technology companies
- Scientific Director of AININ, the Bavarian Research Center for Artificial Intelligence in Ingolstadt
- Visiting Professor at the South China University of Technology in Guangzhou
- Mentor at Henkel X
- Mentor at Plug and Play Retailtech Hub
- Member of MÜNCHNER KREIS e.V.
- Member of the Senate and the University Council of the TU Ingolstadt
- Member of the Board of the Center of Entrepreneurship of the TU Ingolstadt
- Curator at the Student Management Consultancy consult.IN

REFERENCES

“The findings for our own company and important stimuli to promote digital topics in our own company were groundbreaking. As a practitioner, Professor Stummeyer convinces and inspires the audience.” **Stefan Junker, Board Member and CFO, Erwin Hymer Group SE**

“Informative, authentic and at the same time entertaining and inspiring – it was just really good!” **Martin Wild, Chief Innovation Officer, MediaMarktSaturn Retail Group**

“The perfect combination of well-founded competence, practical experience, charm and wit. Professor Stummeyer skilfully illustrates the complex topic of digital commerce in an exciting and tangible way.” **Stefanie Peters, CEO, enable2grow**

“Christian Stummeyer won over the plenum with his expertise and passion. His topics move people and stimulate discussion.” **Jan Welsch, Managing Director Sparkassen Kreditpartner GmbH**

“His messages have a high level of practical relevance and bearing. The talk was entertaining, with an arc of tension and clear syntheses. Professor Stummeyer presents his material with a lot of dedication, charm and humour.” **Markus Schlitt, CEO, Intelligent Traffic Systems, Siemens Mobility GmbH**

MEDIA

