



## Tim Cole

Expert on Digital Transformation and Artificial Intelligence

*"Tim Cole is one of the 30 most influential Internet professionals"*  
*FOCUS Online*

Tim Cole is an expert on Internet, Digital Transformation, Social Web and IT Security. As editor of Smart Industry – the IoT Business Magazine he has a proven track record for journalistic objectivity, as well as the ability to critically evaluate the impact of technology on business processes and markets.

### TOPICS:

- Digital Transformation
- Enterprise 2020
- Social, Mobile, Big Data: A Perfect Storm
- Digital Dummies

### LANGUAGES:

He presents in English and German.

### PUBLICATIONS:

- 2015 Digital Transformation
- 2013 Digital Enlightenment Now!
- 2010 Unternehmen 2020 - Das Internet war erst der Anfang
- 2000 The Consumer Cartel  
Electronic Communication in  
Construction: Achieving  
Commercial Advantage
- 1999 Management Challenge Security

### IN DETAIL:

Making technology understandable for people is the mission of Tim Cole, an American who has spent most of his adult life in Germany. He was one of the very first journalists and keynote speakers to focus on the impact of the Internet and digital technology on business and the economy. Over the past 25 years, he has written a round dozen books on related topics, including bestsellers like "Success Factor Internet", "Digital Enlightenment Now!", "The Power of Digital Transformation", and his latest book, "AI Means Business", which describes ways to make companies smarter and more successful.

### WHAT HE OFFERS YOU:

Tim Cole takes audiences on a guided tour of typical companies and shows them how to recognise the potential of digitization and artificial intelligence in business, as well as how to correctly assess their limitations and risks.

### HOW HE PRESENTS:

A true professional, Tim Cole prepares meticulously for all events and engages audiences with his witty repartee and thorough subject knowledge.