





ONLINE SINCE 1985

# DIRK PLOSS





INNOVATION PROFESSIONAL



## PERSONAL DATA

-  ADDRESS  
GERT-MARCUS-STR. 9A  
22529 HAMBURG
-  PHONE  
+49 (0) 1573 – 024 08 24
-  EMAIL  
DIRK@DIRKPLOSS.DE
-  BORN  
15.10.1970 IN HAMBURG

## SOCIAL MEDIA

-  LINKEDIN  
LINKEDIN.COM/IN/DERPLOSS
-  XING  
XING.COM/PROFILE/DIRK\_PLOSS
-  SLIDESHARE  
DE.SLIDESHARE.NET/DERPLOSS
-  TWITTER  
TWITTER.COM/DERPLOSS

## SPEAKER PROFILE

*Dirk is an experienced creative, manager and futurist with a background in marketing, e-commerce and innovation management. He is a serial entrepreneur, multiple book author and a great storyteller. His speaking experiences include keynotes and talks at international renown conferences like SXSW, Deutscher Marketing Tag and ECR Tag. His keynotes are famous for insights, inspiration and entertainment.*

## SPEAKING TOPICS (Excerpt)

### ARTIFICIAL INTELLIGENCE

“Marketing to Machines”

What happens, when the machines take over the decision making in shopping? How do we convince an algorithm to buy our products?

### INNOVATION MANAGEMENT

“Under the Radar”

Why every single corporation has to engage in radical innovation – and how to set up a successful, holistic innovation management.

### CORPORATES & STARTUPS

“Dancing with Gazelles”

About the necessity and specialties of startup-corporate-relationships. Including a beginners' guide to startup scouting.

## BIO

*Dirk Ploss has been online since 1985 and began his career as a creative at the Hamburg advertising agency FCB Hamburg. After founding four startups, stations in the KarstadtQuelle Group and OTTO, he joined the consumer goods manufacturer Beiersdorf AG (NIVEA, La Prairie, Eucerin, Hansaplast) in 2016 and has been in the roles of Senior Innovation Manager and Corporate Venture Capital Manager there since the end of 2020. Dirk Ploss is the author of several books (“The Loyalty Network”, “Men Staring at Parking Lots”).*

## CLIENTS (Excerpt)

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