

Dirk Ploss

Innovation, Foresight & Growth Strategy

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Dirk Ploss has been combining innovation, foresight and strategy for more than 25 years with the ambition to turn the future into measurable business opportunities at an early stage. He 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 lectures include keynotes at internationally renowned conferences such as SXSW (Austin, Tx.), RISE (Hong Kong) and Innovation Roundtable Summit (Copenhagen). His keynotes are famous for their insights, inspiration and entertainment.

PROFILE

Publications (Excerpt)

- Modernes Innovationsmanagement (Kapitel) - Gabler, 2025
- Männer, die auf Parkplätze starren - Hightext Verlag, 2012
- Intelligentes Couponing - Galileo Business, 2002
- Das Loyalitäts-Netzwerk - Galileo Business 2000

International Speaker on Various Topics

- Strategic Foresight und Zukunft der Märkte
- Künstliche Intelligenz und ihr Einfluss auf Geschäftsmodelle
- Innovation Strategy und Radical Innovation
- Marketing, E-Commerce und Konsumentenverhalten

Selected Keynotes

- How to Startup as a Corporate, SXSW, Austin, 2018
- Marketing to Machines, ECR Tag, Essen, 2019
- Innovation Through Corporate Venture Capital, NextRise, Seoul, 2019
- Why The Future Of Beauty Is Digital, Beauty Leaders Summit, Paris, 2023
- AI and Foresight, Innovation Roundtable, Paris, 2026

Podcasts and Interviews - Selected Appearances

- Innovation Brief - Innovation, Transformation, And Getting Things Done
- Perception Paradox - The Power of Bad Ideas
- Signals from the Future - Blamiere dich täglich!

Awards

- Digital Communication Award, 2012, 2019, 2023
- German Brand Award, 2019
- Interactive Media Award, 2012
- Online Star Award, 2011
- Gold New Media Award, 2010
- Silber GWA Effie, 2010