

Expert Insights: Smart Cities and Sustainable Housing

Thursday, November 15th, 2018

Time: 13:30-15:00

Location: Lower Floor C

Chair

Helen Cramer, Cologne Business School

Speakers



Ivan Mallinowski

Containerwerk co-founder Ivan Mallinowski



Nárila Paola Sirino

Technician in Public Management, Bachelor in International Relations and Master in Political Science. Currently works with research, development and management of strategic projects in the Strategic Projects Office of SESI Paraná. Her experiences include project management and monitoring, promotion of training activities, events and scientific research. Her main projects involve international prospecting for cooperation and development, empowerment methodologies, innovation strategy and diversity promotion. Work topics: development, social technology, international cooperation, diversity, empowerment and social innovation.



Franz Wenzel

An expert in the field of digitalization, digital strategy and digital business models, he develops communication and education infrastructures, in addition to media strategies for the Center for Advanced Sustainable Management. Due to his previous experience at the Catholic University of Eichstätt-Ingolstadt and his expertise in marketing, informatics, psychology and adult education, he is especially interested in the academic areas of innovation, megatrends, and leadership of SMEs and startups. For his research he uses innovative methods to evaluate existing and rising megatrends that have practical implications for individuals, companies and society. In recent years he developed a concept called "Cooperative Innovation" (www.cooperative-innovation.com) which is applicable to the Social Market Economy. Besides, Franz is an entrepreneur at heart, a scientific director of an innovation think-tank and startup investor as well as self-employed in the areas of education, media and digitization. He is also a lecturer, managing director of an international e-commerce company and a managing director of a research institute.



Kathi Wimmer

Internal Communications/Europe, Marketing & Communications/Europe Central