



About Karl-Heinz

Karl-Heinz Land (59) is an insider in digital transformation. He has been experiencing and shaping his core theme - digitization - for over 35 years, among others in management positions at internationally operating companies such as Oracle, BusinessObjects (SAP) and Microstrategy. In 2014, he launched neuland, a digital and strategy consulting company that, according to the ranking of the magazine "brandeins", is repeatedly among the best in Germany. As a serial entrepreneur and investor, he focuses on innovative technologies such as the Blockchain and the Internet of Things. The World Economic Forum (WEF) and Time Magazine awarded Land with the "Technology Pioneer Award" in 2006.

The visionary Karl-Heinz Land, who sees himself as a digital evangelist, inspires thousands of decision-makers from business, politics and society year after year with keynotes and workshops and shapes their digital agenda. As a co-author, Land has published four groundbreaking management books:

- Digital Darwinism – Branding and business models in jeopardy
- Dematerialization - The redistribution of the world in times of digital Darwinism
- Digitale Markenführung: Digital Branding im Zeitalter des digitalen Darwinisms
- Earth 5.0 – Provoking the future

In addition, at the end of 2020 he published his first novel "Permanent Error" and the booklet "Lockdown as accelerator: COVID-19 as necessary creative destruction".

Milestones

- Leading management positions at Oracle, BusinessObjects, MicroStrategy, GrandCentrix, VoiceObjects and others
- Founder of start-ups, investor and board member of companies in the old and new economy
- Technology Pioneer Award 2006 of the World Economic Forum (WEF) in Davos and the "Time Magazine".
- +10 Corporate investments
- +50 Start-Ups founded, accompanied and/or internationalized
- +100 Enterprise transformations
- +1000 Lectures, workshops and keynotes

In addition, Land holds two honorary positions:

- President of the Lions Club Koeln-Colonia
- Senator in the Commission „Digitale Zukunft“ in the Senate of the Economy

neuland GmbH & Co.KG
Konrad-Adenauer-Ufer 83
D-50668 Köln

www.karl-heinz.land
www.neuland.me
hello@neuland.me
+49 221 999 697 30