

Communication punk, columnist & technology researcher.

Sascha Lobo



Sascha Lobo is a renowned author and consultant whose fields of activity are the internet and brand communication. He works for well-known clients such as Deutsche Messe, the Fraunhofer Gesellschaft and VW. He is also a sought-after speaker who gives talks on topics in the digital world ranging from social media to digital work processes. Lobo is also an internet entrepreneur and expert on digitalisation in business and society. Since 2011, he has regularly published a weekly column on Spiegel Online entitled “Man vs. Machine”, in which he examines global events from a digital perspective. In addition to his own...

Topics

Change-Management, Digital Marketing & Online Marketing, Employer Branding & Human Resources, Health & Nutrition, Megatrends & Education, Motivation, New Work & New Culture, Rhetoric & Communication, Robotics & Artificial Intelligence, Sales & Marketing, Transformation & Digitalization, Transformation, Innovation & Technology, Trends, Future & Science, Work Culture Festival

Languages

German

