

## CALL FOR PAPERS

# Digital Marketplaces Unleashed

WITH A PREFACE OF  
**Marc Andreessen**  
Andreessen Horowitz

### MOTIVATION

**There is no future for companies which do not digitalize.**

The technological change of the 21st century is decisively shaped by the digital upheaval: there is no future without digitalization. The sale of products and services has left the classical point of sale and takes place via a variety of channels.

Whether in the automotive industry, travel and traffic, in cities, or the financial industry – newly designed ecosystems are being created everywhere. Data is being generated and analyzed in real time. Companies compete for mobile access channels to the customer in order to gain knowledge about context and personal preferences. The customer has the facility to publish opinions, experience and knowledge as User Generated Content. He himself creates an impact on the market and is able to build or destroy trust. He turns into a brand ambassador in the network, furthermore, customer trust in his suppliers and protection of sensitive customer data is of utmost importance.

### CALL FOR BOOK CHAPTERS

We invite prospective authors to submit their manuscripts for consideration for this book project. Each article is no more than 12 pages long in the Springer layout. The book consists of several sections with specific topics, each one under the patronage of a notable expert.

Contributions shall be written in English language following the Springer layout and author kit. Manuscripts are to be submitted via EDAS: <http://edas.info/N22485>

### TOPICS

- I. Digital Society
- II. Individualized Digital Learning
- III. Disruptive Technologies & Entrepreneurship
- IV. Digital Business Outcomes
- V. Cognitive Systems
- VI. Fin- & Insuretech
- VII. Smart Traffic Hubs
- VIII. Mobility Services
- IX. Digital Farming
- X. Industry 4.0
- XI. Intelligent & Autonomous Enterprise
- XII. Big Data and Analytics
- XIII. Cloud Technologies
- XIV. Internet of Things
- XV. Active Cyber Defense

### IMPORTANT DATES

- May 15th, 2016: Abstract Submission Please send us a title, authors including affiliations and an abstract of your envisioned paper as single page.
- June 15th, 2016: Notification of acceptance of the paper
- August 31st, 2016: Submission of full text articles
- Q4/2016: Reviews, Feedback and Production
- Early 2017: Publication of the book

### EDITORS

**Claudia Linnhoff-Popien** | LMU München, **Ralf Schneider** | Allianz Group, **Michael Zaddach** | Munich Airport

### FURTHER INFORMATION

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## EDITORS AND EDITORIAL BOARD



### Claudia Linnhoff-Popien | LMU München

Prof. Dr. Claudia Linnhoff-Popien holds the chair „Mobile and Distributed Systems“ at the Ludwig-Maximilians-Universität in Munich. She did postdoctoral research at the Washington University of St. Louis, Missouri, USA before she was appointed to a professorship at the LMU Munich in 1998. She is board member of the Institute for Informatics, member of the research committee „Münchner Kreis“ and co-founder of the ALOQA GmbH. The latter had one million registered users when it was sold to Motorola Mobility in 2010 marking one of the biggest exits in the history of start-ups of German universities. Further, she is head of the lead project „Innovationszentrum Mobiles Internet“ of the Zentrum Digitalisierung.Bayern (ZD.B) funded by the state of Bavaria. She is also scientific advisor of the VIRALITY GmbH.

### Ralf Schneider | Allianz

Dr. Ralf Schneider has been Group CIO of the Allianz since October 2010. Before he was an additional Board Member for IT of Allianz Managed Operations Services SE (2010 - 2016) and CIO of Allianz Deutschland AG (2006-2010). As a graduate mathematician with a doctor's degree in computer science he joined Allianz 1995. For over 18 years he worked in several IT executive positions at Allianz and there he was always appointed as the youngest among his peers. He was the department head of Allianz Sales Information Systems, division head of E-business and Project Controlling Germany and division head of Dresdner Bank Sales Information Systems. Additionally he holds various mandates in different Cyber Security related organizations such as Cyber Security Sharing & Analytics e.V., Deutsche Cyber Sicherheitsorganisation and the Digital Society Institute.



### Michael Zaddach | Flughafen München

Michael Zaddach is Senior Vice President and CIO at Flughafen München GmbH since 2000, which was awarded as Europe's best airport repeatedly - most recently in 2016. His area of responsibility covers system development, system operation, and the whole IT-infrastructure of Munich airport. After completing a university degree in communications engineering he worked at Siemens, AEG and debis Systemhaus in various capacities and several management functions, for example, in system development, Product-Line-Management, and Consulting. At debis Systemhaus he lead a business unit for IT consulting services. As a head of that unit he conducted several outsourcing projects of debis Systemhaus. He is also the chair of the ADV IT-Committee and the vice chair of the ACI World Airport IT Standing Committee.

### Sabine Bendiek | Microsoft

Sabine Bendiek has been Chairwoman of the Management Board, Microsoft Germany since January 2016. She holds a Master of Science degree in Management Science from the Massachusetts Institute of Technology (MIT) in Cambridge (MSc) and a Bachelor of Arts degree in Economics from the University of Mannheim. At the beginning of her career, Bendiek worked for McKinsey, Booz Allen as well as Siemens Nixdorf Information Systems. Subsequently, she was responsible for Dell's Small and Medium Business in Germany, Switzerland and Austria. Prior to joining Microsoft Germany, Bendiek held the position of Vice President and General Manager for EMC Germany. Meanwhile, Bendiek looks back on more than 20 years of professional experience as an executive in the technology industry. She is also a member of the executive board of the industry trade association BITKOM.



### Robert Blackburn | BASF

Prof. Dr. Robert Blackburn is President of Supply Chain Operations & Information Services of BASF Group located in Ludwigshafen, Germany. Additionally, he currently serves as a non-executive Director on several Boards and is a visiting lecturer at Massachusetts Institute of Technology and Karlsruhe Institute of Technology. Robert earned his PhD in Economics and Operations Research from the University of Würzburg. He joined BASF Group in 2007 as Senior Vice President & Head of Global Supply Chain Operations, additionally leading the company's enterprise transformation program. Robert previously was Senior Vice President & Head of Corporate Portfolio Development at Siemens AG and Vice President at IBM Corporation where he was responsible for several global HW, SW and Service businesses.

### Yuval Diskin | Diskin Advanced Technologie

In 2011 Diskin co-founded DAT a high-tech cyber security company over which he serves as chairman. The company offers cyber defense against cyber attacks and provides cyber security solutions. Between 2005 and 2011 he was Director of the Israeli Internal Security Service Shabak. He was first appointed to the position by Prime Minister Ariel Sharon, and later served under subsequent Prime Ministers Ehud Olmert and Binyamin Netanyahu. In 2003 he became special advisor to the Mossad Director. In 2000 to 2003, as the Shabak's Deputy Director, he implemented the use of advanced technological methods and operational doctrines. In 1997, Diskin was appointed commander of the Jerusalem District. In 1990, he was appointed head of department in Shabak's Counter Terrorism Division, in 1994, he became the overall head of the Intelligence and Counter Terrorism Division.





### Dinko Eror | EMC

Dinko Eror is Vice President and Country Manager of EMC Germany since January 1, 2016. He is responsible for the strategic alignment of the company as a provider of Digital Transformation solutions and services and for promoting EMC's growth in Germany. Dinko has more than 25 years of professional experience in the IT industry and has been working for EMC for six years. Until the end of 2015, he was Vice President of EMC Global Services for the EMEA region. Previously, Dinko lead EMC's presales organization in EMEA. From 2009 until 2013, he was Director Technology Solutions and Senior Director Global Services at EMC in Germany. Prior to joining EMC, Dinko held several management positions with Hewlett-Packard. He is named amongst the world's top 25 Cloud Influencers.

### Sandro Gayken | ESMT

Dr. Sandro Gaycken is a technology- and security-researcher, exploring the nexus of digital technology, economics and politics. Sandro's research focus is on cyberwarfare, cyber defense, cyber intelligence, and high security IT. He is a strong advocate of disruptive innovation and regulation in IT-security, proposing to solve the more high-end cyber problems through high security IT concepts from computer science, employing a range of industrial policies and economically beneficial market and investment strategies. Sandro has published more than 60 articles and books on his topics, regularly writes op-eds in leading newspapers and has authored official government publications. He is a fellow of Oxford university's Martin College, in the working group on cyber defence and cyber intelligence and a director for strategic cyber defense projects in the NATO SPS Program.



### Daniel Hartert | Bayer

Daniel Hartert took over as Chairman of the Executive Board of Bayer Business Services and CIO of Bayer AG in 2009. He studied computer science and business administration at the University of Kaiserslautern and began his career by joining Robert Bosch GmbH in Reutlingen. In 1992 Daniel Hartert joined Bertelsmann Music Group International in Munich. In 1995 he moved to New York to head up the group's global IT operations. In 1999 Daniel Hartert was appointed Chief Information Officer (CIO) of Bertelsmann AG in Gütersloh. In 2002 Hartert was appointed Executive Vice President and CIO of Philips Electronics in Eindhoven. In August 2003 he was also made a member of the Philips Group Management Committee. From 2007 onwards Daniel Hartert had served as CEO and Executive Vice President of Imaging Systems at Philips Healthcare in Boston.

### Markus Heyn | BOSCH

Dr. Markus Heyn has been a member of board of management of Robert Bosch GmbH since April 2015. He bears corporate responsibility for automotive original equipment sales and marketing and sales. Dr. Heyn is also responsible for the Automotive Aftermarket division as well as the subsidiaries Bosch Engineering GmbH and ETAS GmbH. After completion of his doctorate in mechanical engineering he joined Bosch in 1999 as a consultant in the corporate office for coordinating productivity and process optimization. In the further course Dr. Heyn held various management positions both nationally and internationally, among them he was responsible as Technical Plant Manager at the Jihlava plant in Czech Republic. Most recently he was in charge for Bosch's business sector Diesel Systems.



### Martin Hofmann | Volkswagen

Dr. Martin Hofmann is since 2011 the Group CIO of the Volkswagen AG. Since he joined Volkswagen several years ago he holds multiple senior management positions. He holds in 2007 the position as Head of Organizational Development at VW. Since 2004 he leads the division for Process-and Information management. In 2001 he was the responsible manager for the Group Procurement Process and Information Management at Volkswagen. He started his career in 1995 at EDS Plano in USA as an Executive Director Digital Supply Chain. His university degrees include Harvard Business School AMP, a PhD in engineering from ETH Zürich and a Degree in business informatics and business administration from the University of Mannheim.

### Kerstin Jeger | Montessori

Kerstin Jeger is a Montessorian, childhood education expert who has devoted her life to individualized learning and character development. Kerstin became dean of the private Montessori specialized Secondary School Lauf Germany in 2013. A school which was founded in 2008. From 1992-2012 she held different teaching positions at various trade schools in the Nuremberg area. In March 2008 she was promoted to senior teacher and in 2015 to Director of Studies. Kerstin was 5 years on parental leave to raise and educate her two children who joined a Montessorian elementary school. After finishing her undergraduate studies in business administration, Kerstin received a Masters Degree with a focus on computer science and psychology of learning at the Friedrich-Alexander-University Nuremberg in 1992.





### Steve Lee Hee Kwang | Changi Airport

Steve is currently the Chief Information Officer and Senior Vice President, Technology at Changi Airport Group. His responsibilities include: IT project management, operations and support, architecture and strategy for both airport operations, commercial and corporate systems. Prior to joining CAG, Steve was the CIO at Kuok (Singapore) Ltd, a company with businesses in trading, shipping, logistics and other businesses across the region. He spent his earlier years in the Ministry of Defence where he held the post of Deputy Director, MINDEF CIO Office before leaving to join the private sector. Steve is also currently the President of the ITMA, Singapore and on the Advisory Committees of the Temasek Polytechnic, Informatics & IT School and Singapore Management University School of Information Systems. Steve is also the Chairman of ACI World Airport IT Standing Committee.

### Florian Leibert | Mesosphere

San Francisco-based entrepreneur Florian Leibert serves as the founder and CEO of Mesosphere, Inc., a technology firm focused on simplifying the design and management processes of distributed systems websites. His responsibilities include writing software, recruiting members of his engineering and marketing teams, and maintaining business relationships with top-tier funding partners Vinod Khosla and Andreessen Horowitz. In his recent ventures, Florian Leibert has invested in the Boston-based software company Drifft. Prior to launching his products and services at Mesosphere, Inc., he developed software at Airbnb. Among other achievements, he created Chronos, which facilitates more efficient job scheduling. Florian Leibert received a bachelor's degree in computer science and business from the International University in Germany Bruchsal.



### Goodarz Mahbobi | axessio

Goodarz Mahbobi studied computer science at the Technical University of Vienna and at UC Berkeley in the United States of America. Due to the many years of experience as an independent operational IT-architect, strategic consultant and as a project and program manager, he has an extensive know-how especially in the areas of telecommunications and logistics and change processes (e.g. smart factory). In 2006, he and his partner Walter Brux founded the IT and Management consultancy axessio GmbH. Moreover, Goodarz Mahbobi is a member of the board at IT FOR WORK - one of Germany's leading networks for small and medium-sized enterprises in the field of information and communication technologies - with particular focus on software development.

### Hartmut Mai | Allianz

Hartmut Mai is responsible for the company's global Property, Financial Lines, Engineering, Liability, and Mid-Corporate underwriting as well as for its Risk Consulting unit since 2012. As of 2015 he assumed additional responsibility as deputy to the CEO of AGCS. Mai began his insurance career in 1995 with AIG EUROPE, as a Directors and Officers liability underwriter. Since then he held various management positions for AIG's German operation such as Member of the Board of Management. In 2003 Mai relocated to London for AIG's Financial Lines operation and headed up the Commercial Management Liability team for the UK/Ireland region. In 2006 he joined MARSH GmbH to head up their German FINPRO team. He joined AGCS as Global Head of Financial Lines in 2007. Mai has studied law at the University of Cologne and at Emory Law School in Atlanta, GA.



### Michelle Unger | IBM

Michelle Unger is responsible for the IBM's portfolio of Cognitive Solutions in Europe. Prior to this role Michelle was the Vice President, Worldwide Customer Engagement, IBM Watson Group based out of New York City. Michelle previously ran European sales for the Industry Solutions division of the IBM software group. Other roles held by Michelle include: Vice President of Business Analytics and Optimization across Europe, Sales Vice President of Information Management in Europe, and Software Sales in Central and Eastern Europe, among others. From 2001 to 2005 Michelle was Director of EMEA Sales and Marketing for Vastera. Michelle attended DePaul University where she earned a Bachelors of Science degree International Business and Economics and later she obtained her Masters of Management from the Kellogg School of Business of Northwestern University.

### Jan Zadak | HP

Jan Zadak is senior vice president and managing director for HP Europe, the Middle East and Africa (EMEA). Previously, Zadak led the Enterprise Business Sales organization in EMEA. He led HP's Global Accounts sales organization in EMEA and was responsible for the management of top corporate and enterprise accounts. Zadak joined Compaq Computer in 1997 and held several senior management roles in EMEA's emerging markets, including Central and Eastern Europe, the Middle East and Africa. Before joining Compaq, Zadak spent five years with Olivetti Czech Republic. A native of the Czech Republic, Zadak graduated from the Czech Technical University of Prague, Faculty of Electrical Engineering in 1988. He did a one year Ph.D. study program at Universität Erlangen-Nuernberg in Germany in 1991 and gained a Ph.D. from his alma mater, the Czech Technical University in 1992.

