



# Martin Wezowski

SAP's Chief Designer & Chief Innovation Officer



## CSA CELEBRITY SPEAKERS

Martin Wezowski is the Chief Designer and Futurist at SAP's Innovation Center Network & Chief Innovation Office. He is crafting future outlooks, strategies and products; he defines and runs innovation frameworks to find out what's next for SAP and the future of work.

**"Let's Map, Build and Inspire a Future We All Want to Live In" Martin Wezowski**

### Im Einzelnen

Martin has been loving and living design and innovation his whole career and moved across a broad range of design disciplines from visual to system design and to be leading design as a strategic endeavour for corporate innovation. He studied Construction Engineering, Design and Modern Media Production Technologies Prior to joining SAP in 2013; he worked for Sony Ericsson (Sweden) as Creative Director and UX Designer for 7 years. He also lived in Shenzhen, China for 2 years while serving as Director of the UX board (Huawei). He helped to bring the Chinese tech giant's consumer design from number 8 to number 3 in the marketplace. In 2017 he was named 1 of 100 most innovative minds in Germany as the "Software visionary" ("Handelsblatt").

### Seine Vorträge

Drawn on his international adventures and across companies like SAP, Sony and Huawei, working with consumer electronics, media services and business software, Martin shares with audiences worldwide how the exponential change is our most important innovation brief and the stakes are high. He believes that everything can and should be given a purpose through innovation and design, including the innovation systems themselves.

### Sein Vortragsstil

In his presentations, Martin shares his passion for the future of technology and design. His high content tailored talks are always well received.

### Sprachen

He presents in English.

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### Themen

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Creative Culture  
Change