

# Ömer Atiker

Digital Transformation: More Fun, More Power!

Ömer Atiker is an international acclaimed expert on digital transformation. In his high-energy, entertaining keynotes, he shares his decades of experience in the digital world.

We all struggle with the speed of change, the silliness of new technologies and the daily race at the office. The remedy: Fluffy robots! Digital beer! Trash bins going online! This is digital like nothing you have heard before. :-)



## Content and Topics

Ömer speaks on almost all aspects of Digital Transformation:

- ▶ Digital & Remote Leadership
- ▶ The Future of Marketing
- ▶ True Customer Centricity
- ▶ Driving Digital Innovation
- ▶ Corporate Culture Codes (and how to change them)
- ▶ Learning from Failures
- ▶ Personal Development in the Digital Age

Get a fresh point of view on what matters in business – today and tomorrow!

## Bio

A charming entertainer, a bit of a nerd and driven by curiosity: Ömer builds bridges between people and technology.

With a M.Sc. in Business Engineering, he founded one of the very first web design agencies in the Netherlands, back in 1996. In 2005, he moved back to Germany and into digital marketing with his own agency, which he still runs.

Ever curious, he continued into innovation, change and digital transformation. He became an international keynote speaker, wrote several books, he offers both consulting and coaching as a trusted advisor, has recorded a dozen on-line courses in both English and German and is a lecturer at several universities.

## Happy Clients

Ömer works for world-class brands like Audi, BASF, Bayer, John Deere, Google, Hermes, Husqvarna, Kyocera, Merck, Nikon, Mitsubishi, SWISS, Singapore Airlines and Volkswagen. But his list of happy customers also includes many medium-sized companies, associations and non-profit organizations.

"Thanks to you, this was one of my best fireside chats ever!"  
**Thomas Kuczek, Head of Chrome Enterprise (DACH), Google**

"Exactly the right message at the right time. We need this kind of external input."  
**Rolf Thomke, Regional eCommerce Manager Europe, Singapore Airlines**

„Entertaining and inspiring! Your keynote was a major success factor for “100 Years of Mitsubishi!”  
**Werner Frey, CEO, Mitsubishi Motors Germany**

## Get in touch!

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# More Power for Your Event



Your international kick-off, a sales conference or the start of your transformation journey.

Inspire your employees, get them in the mood for change, encourage them and show them new ways to think and work.



You are hosting an event for your customers, associates or members.

Ömer's keynote will add energy, humor and intelligent entertainment to all those functional presentations.



Is your management ready for the digital transformation? Make sure they are!

Treat yourself to a concentrated impulse of high-level expertise, strategic thinking and an extra dose of enthusiasm.

## Online and On Location

Live events on location are always a blast. Be it 30 or 3,000 attendees, a room full of engaged participants has its own special power. But online virtual keynotes offer many interesting options without the cost and hassle of travel. So Ömer offers both in professional quality.

From our fully equipped studio, we bring live high-definition video in real-time to your event. Different time zones, difficult streaming platforms or pre-recorded fail safes? We got you covered!



## One Book a Year

With four commercially published books to his name, Ömer has explored and defined the practice of digital transformation. Two more are on their way.



## Truly International

Ömer fluently speaks English, German and Dutch (and is still working on his French and Turkish). With his multi-cultural background and a family from half a dozen nations, "international" is part of his everyday life.

He quickly connects with international audiences, especially in groups from several nations and with varied levels of fluency in English.

