



SPEAKER CV  
NICK SOHNEMANN  
INNOVATION ADVISOR  
TRENDONE MARCH 2011

## ABOUT

Nick Sohnemann joined the TrendONE team after having worked at the Hamburg office of the world's leading media agency network OMD, where he was responsible for implementing the client's new media marketing strategies and campaigns.

Nick has got a MBA in Media Management from the Hamburg Media School and obtained a Bachelor of Arts in Media Studies from the University of Westminster in London, UK.

During and after his studies he was able to build up a thorough and in-depth understanding of the internet and marketing industry through various internships and graduate positions, from a strategic, operative and technological point of view.

As the innovation advisor in the TrendONE team he is now responsible for providing advice and insights into innovation management processes. His background of having worked in an innovation unit of a media agency network gives him an exclusive perspective in determining what is relevant how to implement it.

His exceptional presentation skills have thrilled many clients during workshops and presentations and make him an extraordinary speaker.

Nick was born and grew up in Hamburg 1977. Nick believes strongly in the exponentially progressing technological advancement. He is a follower of the Singularity theory by Ray Kurzweil, which claims that between 2029 and 2045 artificial intelligence will have overtaken human intelligence.

Nick Sohnemann

## SPEAKER INTERESTS

- The Outernet – Location based intelligence of an augmented internet
- Web of Thoughts - Human/Technology Convergence via Future devices and controllers
- Shytech - the Future of Hardware
- The Future of Marketing and advertising
- Printplus - The future of the print industry

## SPEAKER REFERENCES

### 2009

#### **May**

- 11<sup>th</sup> Keynote Online Marketing at Miami Ad School in Hamburg – 80 students
- 28<sup>th</sup> Keynote GRAPE Digital Marketing Conference in Moscow – 40 participants

#### **July**

- 10<sup>th</sup> Outernet Roundtable in Bonn at Post Tower (open for BVDW, IAB and Mobile Experts)

#### September

- 17<sup>th</sup> Visionary Keynote „From Internet to Outernet“ at MEDIALE HAMBURG at University of Hamburg – 300 participants

#### November

- 20<sup>th</sup> Visionary Keynote „From Internet to Outernet“ at DIGITAL CONFERENCE 2009 in Moscow – 200 participants
- 30<sup>th</sup> Visionary Keynote „From Internet to Outernet“ at Mobile Monday Summit in Munich – 200 participants

### 2010

#### March

- 27<sup>th</sup> Keynote “The Outernet” Online Marketing Camp at Hamburg Media School in Hamburg – 40 participants

#### June

- 26<sup>th</sup> Workshop “The Future of Public Space“ – Intercreativity in Marketing at the CANNES LIONS Festival – 35 participants

#### July

- 1<sup>st</sup> Keynotes “The Outernet” at the Vodafone Company Barcamp in Düsseldorf – 180 participants

## September

- 4<sup>th</sup> Keynote "The Outernet" Online Marketing Camp at Hamburg Media School in Hamburg – 40 participants
  
- 14<sup>th</sup> Keynote "The Outernet & Social Gaming" at P&G Innovation Day in New York City, USA – 50 participants

## October

- 5<sup>th</sup> Opening Keynote "The Outernet and cloud computing" at Microsoft Software Summit in Cologne - 500 participants
  
- 15<sup>th</sup> Keynote "The Outernet" at Annual Meeting of Marketing Club Linz, Austria - 650 participants
  
- 20<sup>th</sup> & 28<sup>th</sup> Keynotes "The Outernet & Future of Media" at the Axel Springer Agency Roadshow (ASMI Roadshow) in Frankfurt and Düsseldorf - together more than 700 participants

## November

- 2<sup>nd</sup> Keynote "The Outernet and the Future of Banking" at MasterCard Innovation Day in Moscow, Russia - 250 participants
  
- 4<sup>th</sup> Keynote "The Outernet and cloud Computing" at SIEMENS Services Innovations Day in Salzburg, Austria - 150 participants
  
- 17<sup>th</sup> Keynote "The Outernet" at Zilele Biz Marketing Conference by Biz Magazine in Bucharest, Romania - 100 participants
  
- 23<sup>th</sup> Keynote "The Outernet" at IAB Inspirational WWWedding Festival - in Madrid, Spain - 400 participants

2011

February

1<sup>st</sup> Keynote "The Outernet 2011" at PICA PICA event by Barcelona Virtual - digital Agency in Barcelona - 25 marketing directors (clients of BVIRTUAL)

March

17<sup>th</sup> Keynote "The future of media" at BIZ Marketing event in Bucharest - 150 participants

IMPRESSIONS





Munich, November 2009



At client presentation June 2010



At client presentation in June 2010



Keynote at MasterCard Innovation Day in Moscow Oct 2010



Keynote at Marketing Club Linz event in Oct 2010

## VIDEO IMPRESSIONS

Take a look on our YouTube-Channel for latest videos!

[www.youtube.com/trendonegermany](http://www.youtube.com/trendonegermany)



## CONTACT INFORMATION

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## **SPEAKER COORDINATOR**

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