



Brigitte Zypries, Parliamentary State Secretary at the Federal Ministry for Economic Affairs and Energy

# People First: Driving Digitization with Employees and Customers

The 113<sup>th</sup> AmCham Germany Annual Membership Meeting held in Leipzig on April 29 continued where the Hannover Messe with partner country USA had ended the day before: Top leaders and guests from both sides of the Atlantic gathered to discuss how digitization will transform the workplace of tomorrow.



Philipp Justus, Managing Director of Google Germany

**T**he digital opportunities we would like to make integrated use of are interfering with an established notion of 'work' and 'production', presenting companies with fundamental changes." In his welcome speech, AmCham Germany President Bernhard Mattes introduced this year's theme of how digitization and increasing connectedness are changing the way of working and learning.

## "Digital culture eats strategy for breakfast"

The process of digital transformation is only at the beginning of an exponential curve. By 2020, around 50 billion devices and machines will be connected to the Internet. "Digital is front and center," Philipp Justus, Managing Director of

Google Germany, emphasized to the audience in his opening address on driving digital innovation. "Every business has to go digital and speed up its pace," he added, underlining the importance of instilling a digital culture in companies "to stay innovated and keep our people in front of that process."

In a context-shaping panel discussion with five executives from five distinct industries, attendees heard a lively exchange on how digitization transforms the workplace. The discussion was moderated by AmCham Germany Executive Vice President Frank Riemensperger.

Panel participant Prof. Rodney Brooks, Chairman, Founder and Chief Technology Officer of Rethink Robotics, asserted that "tools need to become easier to use for employees so they can reap the benefits," while Eric Weber, Managing



Kate Johnson, Vice President and Chief Commercial Officer of GE Digital



Dr. Johannes Voigtsberger, Head of Production Electrical Vehicles at BMW Group in Leipzig



Panel participants were (from left): Prof. Rodney Brooks, Rethink Robotics; Catharina van Delden, innosabi; Dr. Christian P. Illek, Deutsche Telekom AG; Kate Johnson, GE Digital; Eric Weber, Spin Lab; and moderator Frank Riemensperger, AmCham Germany Executive Vice President.

Director and Co-Founder of the start-up accelerator SpinLab, added that promoting collaboration and co-creation between entrepreneurs and industry and technology experts is key to speeding up new digital business models. Catharina van Delden, Co-Founder and Chief Executive Officer of innosabi, stressed the need for agile processes and open innovation.

### Transforming out of the core and engaging all employees

Dr. Christian P. Illek, Board Member for Human Resources at Deutsche Telekom AG, argued that traditional companies need ambidextrous leaders who are equally adept in the digital and the analog world. The seasoned executive provided inspiring insight into the challenges of steering a company in a world of digital products while changing the analog culture of its legacy struc-

tures to engage all employees on the journey to digital, thereby transforming out of the core.

Kate Johnson, Vice President and Chief Commercial Officer of GE Digital, argued that an opportunity for industrial companies is to offer more than a traditional product and service portfolio, but also to assemble people, processes and technologies to deliver the digital capabilities “that help customers master their challenges.”

### Disruptive thinking

The afternoon was filled with more top speakers and compelling issues. Dr. Johannes Voigtsberger, Head of Production Electrical Vehicles at BMW Group in Leipzig, and Kathleen B. Fish, Chief Technology Officer of Procter & Gamble, presented their individual perspectives on how to successfully implement disruptive thinking in their companies. Though from two different industries, ▶

WE SINCERELY THANK OUR EVENT PARTNERS FOR MAKING THE 113<sup>TH</sup> ANNUAL MEMBERSHIP MEETING POSSIBLE.

#### PLATINUM



#### GOLD



#### SILVER





AmCham Germany President Bernhard Mattes (left) greets US Ambassador John B. Emerson.



Prof. Rodney Brooks, Chairman of Rethink Robotics



Next generation of AmCham Germany: Young Professionals together with former AmCham Germany Vice President Otmar Debold and AmCham Germany Vice President Isabel Hochgesand.

## MEMBERSHIP CERTIFICATES AWARDED

**60 YEARS** Matthias Maaz  
Honeywell Deutschland Holding GmbH

**50 YEARS** Sandra Horst  
PwC Strategy& (Germany) GmbH

Dr. Wolfram Tietscher  
Texas Instruments Deutschland GmbH

Marion Weigand  
DuPont de Nemours (Deutschland) GmbH

**40 YEARS** Michael Meißner  
Amway GmbH

Rudolf Martin Siegers  
Siemens AG Deutschland

**25 YEARS** Paul A. Arend  
Paul André Arend Language Consultant

Sabine Reuss  
Capgemini Deutschland Holding GmbH

**20 YEARS** Ulrich Andree  
Johnson Controls GmbH  
Automotive Experience

Mario Walke  
Guardian Flachglas GmbH

**10 YEARS** Richard Clabaugh  
Accuracy LLC Legal Translations

Carl Graf von Hohenthal  
Brunswick Group GmbH

Malleswara Kalary  
Cognizant Technology Solutions GmbH

Ivan Radosevic  
(Individual Member)

Hannah Rückel  
Brunswick Group GmbH

both shared the view that disruption is not only for startups, but “it’s in the DNA” of these two established automotive and consumer goods giants, who have been reinventing their products from scratch for more than a century. Read more in the interview with Kathleen B. Fish on page 15.

Brigitte Zypries, Parliamentary State Secretary at the Federal Ministry for Economic Affairs and Energy, added a political perspective to the meeting. She directed the attention to the companies of the German *Mittelstand*, which are in danger of falling behind in terms of digitization. The German Federal Government supports these companies through various measures to share know-how and technology and connect to jointly tap the enormous potential of digitization. Referring to the AmCham Germany Business Barometer, she agreed that digital education was a key element in mastering the challenges on the Digital Agenda.

Rounding off the Annual Membership Meeting, Prof. Markus Gross, Director of Disney Research Zurich and Director of the Computer Graphics Laboratory at ETH Zurich, took the audience on an imaginary tour – through snowy landscapes, exploding light effects and encounters with characters from Disney classics such as Frozen. He explained the magic that animation technology can create by analyzing data gained from real life, including light effects, facial animation and rendering. Digitization not only transforms our work and lives, but builds entire new worlds, thereby forming a symbiosis of technology and art. ■

# Digital Saxony

Dr. Fritz Jaeckel, State Minister and Chief of the State Chancellery of the Free State of Saxony, welcomed guests to the evening reception at the 113<sup>th</sup> AmCham Germany Annual Membership Meeting. The reception preceding the traditional Gala Dinner was hosted by the Free State of Saxony. In his address, Jaeckel shared his thoughts on how Saxony is dealing with digital transformation as a business location. He encouraged US companies to expand their businesses in Saxony, as the Free State is home to a strong *Mittelstand* and several important industries. The digital heart of the microelectronics/ICT industry beats in Dresden ("Silicon Saxony"), while Leipzig – the city of trade and commerce – is a vibrant media venue. The engineering and automobile industry is traditionally strong around Chemnitz and Zwickau. He also pointed to the state's long history of diplomatic ties to the US. US businesses have played a key role in the development of the industrial and commercial landscape of Saxony in recent years. Jaeckel appealed to small and medium-sized enterprises to tackle the challenges of digitization in order to not fall behind on the journey to Industry 4.0.



Dr. Fritz Jaeckel, State Minister and Chief of the State Chancellery of the Free State of Saxony

## "We need to innovate how we innovate"

▼ *Digital transformation – the use of technology to improve performance, products and services – is a hot topic for companies across the globe. How can organizations make their digital journey successful?*

△ We at Procter & Gamble embrace digital technology in all parts of our structure and innovation process, and we also leverage it to fuel our culture: First, we leverage new digital tools to 'innovate how we innovate' with a particular emphasis on modeling and simulation. Second, we are finding new ways to delight consumers using possibilities created in the digital world. Third, we use insights and algorithms from big data to match the right product with the right consumer.

▼ *In addition to the automatization of production processes, how has digitization changed the way Procter & Gamble does business?*

△ Innovation has been P&G's lifeblood for over 175 years. As a company, our aspiration is to serve the world's consumers better than our best competitor in every category and every country. Our challenge today is to continue to reinvent our approach to innovation, so we can continue to drive our success model of creating enduring brands. To do this, we cannot get distracted by the noise of potential disruption in the digital world. Instead we must capture and utilize the opportunities created by the digital world to better understand and meet the needs of our ever-changing consumers.

▼ *How can companies best prepare their workforce for the changes brought about by the digital era?*

△ A key factor is culture. To create the future, capture the opportunities from a changing world and prevent ourselves from being disrupted, we need a culture that thrives on learning and recognizes that failure is an expected part of the process.

▼ *A current topic in the transatlantic business community is TTIP – the proposed free-trade agreement between the EU and the US. How will Procter & Gamble benefit specifically from this agreement?*

△ We believe that open markets and trade agreements are good – for the economy, for consumers, for retailers, for governments and for producers and traders. A comprehensive TTIP can create a multiplier effect of job stimulus and economic growth, and can help accelerate economic recovery on both sides of the Atlantic. For Procter & Gamble, TTIP would improve speed to market of innovative products. As we operate on both sides of the Atlantic, we comply with both regulatory systems. Eliminating, where possible, duplication of compliance would allow us to operate faster and more efficient. ■



**Kathleen B. Fish**  
Chief Technology  
Officer  
Procter & Gamble

# Certificates of Merit and Service Excellence Award



Mattes and Hertwig

Guests joined Chamber officials to present Certificates of Merit to members who have strengthened transatlantic ties through years of engagement. This year, AmCham Germany Representatives Klaus M. Tornow (Baden-Württemberg) and Burkhard Linke (Bavaria) received certificates from David Knower, AmCham Germany Vice President, and Andreas Povel, AmCham Germany General Manager. During the Recognition Dinner on the eve of the Annual Meeting, Stefan Hertwig, Thuringia Regional Committee Chair, also received a Certificate of Merit from President Bernhard Mattes for his activities in Central Germany.

Another highlight was the presentation of the Service Excellence Award to the retiring AmCham Germany Senior Adviser in Washington, DC, Dr. Wolf Brueckmann. For many years, he has greatly helped to expand the network of AmCham Germany among US companies looking to expand to Germany and also supported German companies in the US. In his warmly worded laudation, Povel expressed great regret to see Brueckmann leave. His successor is the retired Ambassador Edward O'Donnell. He has been closely connected to AmCham Germany for many years due to his time in office in Germany.



Knower, Tornow and Povel



Knower, Linke and Povel



Knower, Brueckmann and Mattes

## advertorial

# Best Interim CFO Service for Digital Transformation

**F**inance 2020 – tomorrow's digital finance organization – is a radical departure from the status quo. It deals with analytics and forward-looking decisions to create value and manage risk. It shifts traditional accounting and processing towards cross-functional integrated business services models that use robotic process automation. It trades reporting the past for predicting the future.

In 2020, finance will be doing things that it never could before, thanks to digital technologies. As this model takes hold, the role of the chief financial officer (CFO) will change. Already in recent years, CFOs have become more influential within the business also as strategic architects. Digital finance will speed up the CFO's evolution from cost authority to business value architect.

The Finance 2020 organization will be the go-to source for decision support, delivering analytic insight to drive strategy across economic, market, competitor and customer perspectives. Yet, this future is impossible without big changes to the finance operating model, technology and people.

PRO Finance has been built around the premise of this delicate Digital Finance transformation

to offer support for these challenges. We are a high quality Interim CFO Service firm assisting international customers in a successful Digital Transformation also with strong professional partners. Our experience is referenced by US top industry leaders like Colgate-Palmolive, Staples Office Supplies, Henry Schein Healthcare and Bruker technologies.

Our core Interim CFO service offerings include:

- Interim ad-hoc leadership vacancy bridging in finance, accounting and controlling
- Project (SAP S/4HANA) and restructuring leadership (subsidiaries)
- Consulting in best practice for performance improvement and cost reduction
- Quick Performance Scan – a quick check for company results
- Digital Finance Innovation Management with research and doctoral study
- Best Value Guarantee: no success = no fees, with 100% orientation on achievements

Our team has specialized in providing best interim CFO Services for US companies in the consumer good industry and trade business.



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