

Biography of Professor Dr. Tobias Kollmann

Professor Dr. Tobias Kollmann studied economics with the study focus marketing at the universities of Bonn and Trier. After receiving his degree in economics in 1995, he worked as a research associate at the marketing chair of Professor Dr. Rolf Weiber. There, he graduated with honors (summa cum laude) with a thesis on the acceptance of innovative telecommunication and multimedia systems. Already since 1996, he addressed research questions in the fields of e-business, e-commerce, and the phenomenon “virtual marketplaces”, making him a pioneer in this field.

Between 1997 and 2001, he worked in practice and particularly supported the creation and development of virtual market places within the activities of the Scout24-holding, Switzerland. Beyond that, he was founding shareholder of the AutoScout24 GmbH, the biggest electronical used vehicle market in the European internet. In 2001, he published the first German specialist book on “virtual marketplaces”. In October 2001, he followed a call to the Christian-Albrechts University Kiel where he held the chair of E-Business as a C4-professor. With the age of 31 years, he was the youngest professor in this field in Germany and significantly helped establish the research and teaching in the digital economy in Germany after the breakdown of the new market. Since April 2005, he has been a chaired professor of E-Business and E-Entrepreneurship at the University of Duisburg-Essen, Germany. Within research, he particularly focuses on the topic “E-Entrepreneurship” and thereby on questions around business creation and business development in the digital economy. Besides numerous top-publications in US-journals, among others, he built the basic structure for the education in the field of digital economy in Germany. In 2004, he published the first textbook for business creation in the digital economy with the title “E-Venture” (since 2006 in the follow-up editions with the title “E-Entrepreneurship”). In 2005, he authored the first German

encyclopedia for business creation. Professor Tobias Kollmann's textbook "E-Business" was originally published in 2004 and is regarded as the leading standard work for the fundamentals of electronic business processes and models. It is in use at many universities and educational facilities. Currently, it is already available in its sixth edition.

Besides, Professor Tobias Kollmann established standards for the support of university spin-offs by students in the fields of management studies, information systems and computer science. In 2007, he received a special prize part of the UNESCO Entrepreneurship Award "Entrepreneurial Thinking and Acting" for his special teaching and development concept. In the study "From student to entrepreneur: Which university does offer the best chances – Ranking 2007" ("Vom Studenten zum Unternehmer: Welche Universität bietet die besten Chancen? – Ranking 2007"), he was recognized as holding the leading position with his university regarding the number of relevant active participations at congresses and the publication output of the researcher. According to the ranking of the business newspaper "Handelsblatt" (2009), he belonged to the top-10% of researchers in the German field of business studies. Because of Professor Tobias Kollmann's teaching offer, the University of Duisburg-Essen was labeled a "flagship-campus for digital economy" in Germany by the business newspaper "iBusiness" on July 28, 2016. This is because by far not all universities in Germany are so clearly geared towards digital economies as his chair at the University of Duisburg-Essen with the chair of E-Business and E-Entrepreneurship. Professor Dr. Tobias Kollmann is author of numerous scientific and transfer into practice articles in the fields of "Entrepreneurship", "E-Business" and "acceptance/marketing in new media" published in national and international journals or edited volumes. He regularly writes columns for manager-magazin.de and huffingtonpost.de on the topic "Entrepreneurship" and he is author of several books in this field. He gave lectures at conferences and seminars and had a teaching assignment for E-

Business at the University of Cologne.

He is editor and reviewer for national and international journals in the field of E-Business and was member of the jury of the German Multimedia Award 2002 and 2003. Beyond that, for years, he is in the jury for the competition “Startup of the Year” initiated by the internet platform “deutsche-startups.de” and he is in the jury of the startup-contest “Neumacher” of the business newspaper “Wirtschaftswoche”, and numerous other competitions and events. In 2014, he was reviewer for the Horizon 2020-program of the European Commission for DG Communication Networks, Content and Technology. He is one of the editors of the publication series „Entrepreneurship“ published by Gabler and is a member of the coaching network at the founder competition “Start successful with multimedia” (“Mit Multimedia erfolgreich starten”) initiated by the German Federal Ministry of Economics and Energy (BMWi) for which he is also an expert in the advisory board of the EXIST funding program. In 2012, he organized the 1st startup battle, a pitching contest for entrepreneurs within the ICT sector, on behalf of the BMWi and the state NRW, which was held during the national IT summit in Essen.

During the “Science year 2014 – The digital economy” (“Wissenschaftsjahr 2014 – Die digitale Wirtschaft”), Professor Tobias Kollmann was responsible for the „E-Entrepreneurship Flying Circus“ (#EEFC14), a nationwide bus tour covering over 2,000 km and visiting the universities in Cologne, Hamburg, Berlin, Dresden, Nuremberg, and Stuttgart in order to promote the entrepreneurship education in terms of the digital economy. With more than 60 participants from politics, businesses, universities, and startups, the E-Entrepreneurship Flying Circus was the first and biggest impulse series of that kind in Germany. Participants were, among others, Brigitte Zypries – state secretary at the BMWi, Thomas Jarzombek – member of the parliament/CDU, Lars Klingbeil – member of the parliament/SPD, Lars Hinrichs – founder of XING, Tim

Schumacher – founder of Sedo, Stephan Uhrenbacher – founder of Qype, Ulrich Dietz – presidium member of BITKOM.

From 2005 to 2008, Professor Tobias Kollmann was a presidium member of the “German Entrepreneurship Research Association” (“Förderkreis Gründungs-Forschung e. V. (FGF)”) and responsible for the academic talent development. In 2012, his position paper ICT.Startups@Germany – Theses on E-Entrepreneurship” (“IKT.Gründungen@Deutschland – Essener Thesen zum E-Entrepreneurship”) became a politically well-recognized impulse suggesting improvements in the field of ICT entrepreneurship, which, among others, led to a personal invitation to the German Federal Chancellery by Chancellor Angela Merkel. In the same year, he was one of the initiators and founding member of the “German Startups Association” (“Bundesverband Deutsche Startups e. V.”). This association is the central political voice of startups in Germany today. The German Startups Association (GSA) also introduced the first European Startup Monitor (ESM) in Brussels and Berlin. The comparable data of the ESM was evaluated in cooperation with startup representatives of 15 different European Union (EU) Member States and Israel. Professor Tobias Kollmann is the scientific supervisor of the ESM.

The German Federal Minister of Economics and Technology, Philipp Rösler, appointed Professor Tobias Kollmann as a core member of the 24-member advisory board “Young Digital Economy” (“Junge Digitale Wirtschaft (BJDW)”) at the BMWi in 2013. This advisory board gives advice to the Federal Minister of Economics on all topics regarding the digital economy. On April 22, 2013, he was elected to be the chairman of this board and therefore gained an important mediating role between politics and the digital economy in Germany. The results produced by the advisory board do not only lead to well-recognized position papers but are also an important part of the current coalition agreement. On March 5, 2014, he was confirmed as the chairman of the advisory board under the

administration of Federal Minister of Economics Sigmar Gabriel in the course of the first meeting after the recent parliament elections and was also reelected by the board members. He was also unanimously reelected for a third period as chairman of the BJDW on June 16, 2015. The start of cooperation with the advisory board “Conseil national du numérique” (CNNum) at the French Ministry of Economics also heralds the internationalization of the board’s efforts.

Against this background, he and his French colleague Benoît Thiéulin handed over the plan of action “Digital Innovation and Digital Transformation in Europe” to the German Federal Minister of Economics Sigmar Gabriel and Emmanuel Macron, Federal Minister of Economics, Industry, and Digital Affairs in France, after Professor Tobias Kollmann’s speech in the Elysee Palace during the French-German digital economy conference. It includes 15 propositions aimed to strengthen the international competitiveness of the European digital economy. Central topics are the education and support of digital competences, the development of a European eco-system for digital startups, the financing of digital innovation, the establishment of a single European digital market, and the digital transformation of the European industry. On April 25, 2016, he and the new chairman of CNNum, Mounir Mahjoubi, visited the Vice Commissioner Andrus Ansip in Brussels and on April 27, 2016 the Commissioner for Digital Economy and Society, Günther Oettinger, in order to discuss the further development of the single European digital market. Due to his initiative, a European advisory board for (young) digital economy, which is composed of representatives of the respective EU member states, shall be founded within the same year. An announcement is supposed to be made during the Digital Assembly 2016 in Bratislava. On July 7, 2016, Prof. Tobias Kollmann was again unanimously reelected for a fourth period as chairman of the BJDW.

In March 2014, the Minister of Economics of North Rhine-Westphalia, Garrelt Duin, appointed Professor Tobias Kollmann

as the representative of the digital economy in NRW. In this function, he is a direct contact person bringing together founders, science, industry, and capital, and also formulates a strategy for the digital economy as a cross section between the internet economy and ICT sector for NRW. Together with North Rhine Westphalia's Minister of Economics, on June 19, 2015, he introduced the strategy called "Leaders, capital, and cooperation for digital business processes and business models in startups, mittelstand, and industry" which was associated with a € 42 million package of measures, supported by the state's budget for the digital economy in North Rhine-Westphalia. Owing to additional co-financing leverage effects, the DWNRW program has an overall value of € 142 million. One of the most important accomplishments is the establishment of the so-called DWNRW hubs in six cities in NRW. These hubs are going to support digital projects in which startups, mittelstand, and industry work together. Together with North Rhine Westphalia's Minister of Economics, Garrelt Duin, on July 8, 2016, he announced the prize winners of the DWNRW regional competition: Aachen, Bonn, Düsseldorf, Essen/the Ruhr area, Cologne, and Münster. Consequently, the "IT-ZOOM" magazine referred to North Rhine Westphalia as a "political pioneer of digitalization".

Apart from his research and teaching activities, he acted as an owner and manager of netSTART Venture GmbH in Cologne—a consulting and investment company within the domain of electronic business processes and business models, addressing startups, mittelstand, and industry. As a business angel, in the last 15 years, he invested in numerous startups in the digital economy. As a consequence, he was inducted into the "BAND Heaven of Fame" by the Business Angels Network Germany and was even honored as the "Business Angel of the year" in 2012. In 2015, he successfully exited and sold netSTART Venture GmbH to the Mountain Partners Holding in Switzerland. In the same year, he was appointed to the Supervisory Boards of both Mountain Partners AG and the

MDAX company Klöckner & Co SE from Duisburg.

In 2004, as part of his numerous projects with practice, he introduced the first mobile application in Germany—an UMTS event portal for the “Kieler Woche”—in cooperation with T-Mobile and Motorola which made him one of the pioneers in the field of mobile applications. On occasion of the 10th anniversary, an Apple spokesman acknowledged that achievement by stating that “We knew his application, as a first German as a precursor of today’s mobile applications”. Furthermore, he provided consulting services for numerous companies including large corporations and small and medium-sized companies all around topics such as e-business (internet), m-business (mobile), t-business (interactive TV), and the future of electronic business models and processes in the digital economy.

According to the “Business Punk” magazine (02/2014), he is one of the 50 most important persons for the startup scene in Germany. Moreover, he is a popular speaker and moderator for events on the topics of digital economy, digital transformation, and digital innovations for large corporations, small and medium-sized companies, publishing companies, banks, educational institutions and universities, lobbying organizations, political parties or organizations, course organizers, exhibitions, professional associations, initiative groups, media companies, etc. Professor Tobias Kollmann has always been and still is one of the leading experts for digital economy in Germany and Europe. As a researcher, lecturer, consultant, developer, investor, but also political thinker, he has made a significant contribution to the development of the digital economy in Germany. In September 2016, he published the best-selling book “Germany 4.0” together with Dr. Holger Schmidt, the Online Chief Correspondent of the FOCUS magazine. This book shows how Germany can succeed in realizing the digital transformation in society, economy, and politics.

Professor Tobias Kollmann was born in Bonn-Bad Godesberg (12.04.1970). He is married, has two children, and lives in Cologne with his family.