

Biography: Dr. Kim J. Zietlow

As Director Trend & Innovation Scouting at Germany Trade & Invest (GTAI), the economic development agency of the Federal Republic of Germany, Dr. Kim J. Zietlow leads the organization's activities regarding tech start-ups & digital innovation ecosystems. He is responsible for the internationalization of the Digital Hub Initiative, a flagship digitalization project of the Federal Ministry for Economic Affairs and Climate Protection (BMWi), aiming to build a leading digital start-up ecosystem in Germany with global reach. His team promotes the Digital Hub Initiative at large tech events, builds an international partnership network and attracts the world's leading start-ups to Germany.

Kim has 10+ years of experience in working for leading strategy and boutique consulting companies such as McKinsey, KPMG, GIZ or OCO Global and served as Deputy Delegate of the German Industry for Saudi Arabia, Bahrain and Yemen based in Riyadh, Saudi Arabia. He taught at German and US universities (e.g. University of California) and regularly speaks at international conferences, trade fairs and workshops. He also appeared as expert on Al Jazeera's show Counting the Cost.

Kim received a B.Sc. in Management & Economics from Otto von Guericke University Magdeburg, a M.Sc. & PhD in Agricultural Economics from Humboldt University of Berlin and lived in Jordan, Saudi Arabia and the US.