SPEAKER PROFILE

Fabian Roser

Keynote Speaker on Artificial Intelligence · Hamburg

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SHORT BIO · APPROX. 50 WORDS

Fabian Roser designs and builds AI systems for brands and is a keynote speaker based in Hamburg. He has run agencies with full P&L and owned the creative work for an entire world region. Today he builds AI systems himself, including as the co-founder of an AI company. Certified AI Officer of the BVDW. On stage: operational and honest, drawn from 25 years across six technology waves.

LONG VERSION · APPROX. 150 WORDS

Fabian Roser designs how brands work with AI and builds the systems himself. For 25 years he worked across digital and creative agencies in Germany and abroad, most recently responsible for margin and people: as a managing director with full P&L and as the person accountable for the creative work of an entire world region.

Today he builds software that handles whole stages of marketing work to the brand's rules, for enterprise clients and as the co-founder of an AI company. Since 2024 he has been a Certified AI Officer of the German digital industry association BVDW.

On stage that means: no hype, no slide deck for its own sake, no prompt tricks. He speaks about what stays: how work is changing, what that means for roles and organisations, and how to bring people through the change. He has lived five technology waves himself, from e-commerce through social, cloud and mobile to AR. The sixth is running now.

Press photos: Both images free to use for announcements, programmes and press. Print resolution on request.

TALK TOPICS

01 Island Knowledge Won't Save You. Turning AI Skill Into an Operating Model.

Almost everyone uses AI. Almost no one has it under control. The skill sits with a handful of people, not in the operating model. From one running transformation: why most AI pilots die, and how the skill of a few becomes a model the whole organisation carries.

For: decision-makers in companies & agencies

02

The Sixth Wave. 25 Years of Disruption, and What Each One Taught.

E-commerce, social, cloud, mobile, augmented reality, and now artificial intelligence. Six technology waves, lived as a maker and as a managing director. What each taught about survival and reinvention, and why AI is the biggest change since electricity. Twenty-five years in one arc, with a genuinely optimistic view forward.

For: a broad audience

03

Change With People. Lose the Fear, Not the Creativity.

The hardest part of an AI transformation isn't the technology. It is the fear in the room. How leaders take their people through the change: shifting roles, building adoption, strengthening creativity instead of replacing it. For leaders who genuinely want to take their organisation with them.

For: leaders & teams

FORMATS & LANGUAGES

Keynote · 30–45 min · Short impulse · Fireside / panel · Half-day workshop · German · English

STAGES & AWARDS

OMR · Adobe · Google · BVDW · ADC · Golden Drum · iF Design

TECHNICAL REQUIREMENTS

→ Stage, 16:9 projection and sound provided by you.

→ Laptop, presenter and adapters provided by me.

→ Presentation comes fully designed, no template needed.

→ Tech check with your team in advance, happy to do it by call.

ENQUIRIES & BOOKING

Tell me about your event and we will find the right talk.

mail@fabianroser.de

Book a call