



How will disruptive technologies change business models of the future? Which is the next industry disrupted by Big Data and AI?

Dr. Marcell Vollmer

Senior Vice President, Chief Innovation Officer, Celonis SE

Abstract:

Marcell Vollmer will discuss how the digital economy is revolutionizing business models and how to run the customer centric enterprise processes. Sharing insights from innovations such as AI, ML, Blockchain and IoT and new applications including chatbots. He will inspire you to think of the new ways you can drive value for your business and the become more customer centric in all processes. As former C-Level Executive at SAP, Marcell redefined business models, delivered innovations and transformed global organizations towards a strategic, end-to-end driven customer- centric organization leveraging automation, process mining and artificial intelligence.

In this keynote he will share insights on successful transformations of business models and how to scale by adapting the digital transformation with AI and ML to prepare for the future.

Biography:

Marcell Vollmer is Chief Innovation Officer at Celonis and is responsible defining and driving innovations and digital transformation for customers globally. A thought leader in procurement, supply chain, finance and shared services, Marcell's expertise lies in defining digital transformation strategy and to make 'Run Simple' a reality for global customers and consumers by delivering transformation success and process productivity gains.

Previously, he was Chief Digital Officer In SAP's Cloud Business Group and Chief Operating Officer for SAP Ariba where he successfully developed and led global business development, procurement, go to market, sales operations, and enablement. And prior to that Marcell was Chief Procurement Officer of SAP and was respon-



sible for the reorganization and process optimization for and end-to-end source-to-pay organization. Since joining SAP in 2005 he has held various leadership roles involving restructuring, improving project efficiency and execution of global programs in finance, procurement, sales, human resources and post-merger integrations.

Publication of speakers:

1. Marcell Vollmer, Variability of the fatigue damage due to the randomness of a stationary vibration load, International Journal of Fatigue, Volume 141, December 2020, 105891
2. Marcell Vollmer, CLINICAL course of acute disseminated encephalomyelitis in adults from Rio de Janeiro: Retrospective study of 23 cases and literature review, Multiple Sclerosis and Related Disorders, Volume 46, November 2020, 102424
3. Marcell Vollmer, nearly unstable family of stochastic processes given by stochastic differential equations with time delay, Journal of Statistical Planning and Inference, Volume 211, March 2021, Pages 1-11
4. Marcell Vollmer, A joint dataset of official COVID-19 reports and the governance, trade and competitiveness indicators of World Bank group platforms, Data in Brief, Volume 31, August 2020, 105881

[International Conference on Ethicalhacking and Cybersecurity | May 21, 2020 | London, UK](#)

Citation: Marcell Vollmer, How will disruptive technologies change business models of the future? Which is the next industry disrupted by Big Data and AI?; Cyber Security 2020; May 21, 2020; London, UK