

CAROLINE DRUCKER



Thought Leader in Digital Transformation Chief of Staff at Google LearnX

Caroline Drucker is a visionary leader with an impressive career in the tech and media industry. After positions at Etsy and Instagram, she has been Chief of Staff at Google's LearnX in London since 2024. With her strategic vision, innovative strength and leadership experience, she is playing a key role in shaping the digital future.

After graduating with honours from the renowned Bryn Mawr College in Pennsylvania, her Master's degree in Architecture and German Studies took her to Berlin. There she started her career at the music label K7, where she worked her way up from intern to Digital Distribution Manager. She was then part of the founding team of the online magazine 'VICE', led the development of the creative society magazine 'DUMMY' and played a key role in the digital reorganisation of the weekly newspaper 'Der Freitag'.

In 2010, she switched to the tech industry and joined the then up-and-coming start-up 'SoundCloud', where she worked in product and partner marketing. Two years later, she took over the expansion of Etsy in German-speaking countries as Country Manager. From 2015, she was responsible for pioneering collaborations and strategic initiatives as Director of Strategic Partnerships for the EMEA region at Instagram.

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As a sought-after speaker, Caroline Drucker shares her in-depth knowledge of digital innovation, leadership and corporate strategy at international conferences. She inspires her audiences with insights from more than 15 years at the interface of technology, media and business and shows how companies can position themselves successfully in the digital world.

Topics (Selection):

- E-Commerce and Startups
- Women and the Internet
- Digital Journalism