



Trend Analyst
Expert on Innovation

Eckard Minx studied at Berlin Free University (FU) and received diplomas in economics and business administration. Between 1974 and 1979 Minx worked as assistant lecturer at the FU Berlin. The following two years he worked as a trading staff member in the field of international plant construction in Saudi Arabia and Algeria.

In 1980 Minx joined the DaimlerChrysler AG research group Berlin and in 1992 he became head of the research group "Society and technology" in Berlin and Palo Alto, California. He also became director of DaimlerChrysler Research and Technology North America in Palo Alto. Today, Minx works as a lecturer at the FU Berlin, Berlin Technical University, and Berlin University of Applied Sciences (HTW). In 2009 he became partner of "Seedkontor GmbH, Berlin" as well as founder and partner of "Mutius, Engelke, Minx & Partner - Die Denkbank", Berlin - Potsdam (i. G.).

Minx is a sought-for speaker on the subjects of futurology, innovation management, and economic organisation development. He names three key prerequisites for future success for companies: "The need to think ahead", "correct perception of environmental and social changes", and "knowledge".