

Dr. HUBERTUS PORSCHEN



Expert on Social Media and Digitization

Hubertus Porschen became known nationwide as chairman of the association Die Jungen Unternehmer. He is a shareholder of iConsultants GmbH and managing partner of App-Arena GmbH.

After graduating from high school in Bensberg, Hubertus Porschen studied business administration in Marburg and already gained insights into the start-up world as a student and accompanied the IPO of a company. During his dissertation in economics in 2012, Hubertus Porschen founded iConsultants GmbH, of which he is still a partner. The consulting company supports corporations and medium-sized companies in the digitalisation of business models. Under the company's own brand App-Arena, a globally active online marketplace for social media applications has emerged, on which tools for digital lead generation and data analysis are successfully sold.

Hubertus Porschen is also active in teaching and held a lecturer position at the Niederrhein University of Applied Sciences in 2015/2016. He gives academic lectures at the University of Cologne, Cologne Business School, Leibniz University Hannover and Otto von Guericke University Magdeburg, among others.

From 2015 to 2018, Dr Hubertus Porschen was elected Federal Chairman of the business association Die Jungen Unternehmer. He is a member of the German Digital Economy Association and a jury member for the Invention Founder Award of German Family Businesses for Startups and the Digital Transformation Award 2016.

Hubertus Porschen convinces in his lively and authentic lectures with his 100% practical relevance. He always has his finger on the pulse and is up to date with the very latest developments - which also benefits his audience to the highest degree.

Topics (Selection):

- Digitisation and AI
- Change Management
- ChatGPT