Prof. Dr.-Ing. KATARINA KRÜGER

Professor HTW Berlin

Blockchain and AI Expert

Prof. Dr.-Ing. Katarina Krüger is an expert on blockchain and related digitalisation topics such as artificial intelligence and ChatGPT. At HTW Berlin, she teaches investment and financing, controlling and business administration in the industrial engineering programme, as well as applications of blockchain technology in project groups.

In addition to her research focus on blockchain and all its facets, Katarina Krüger is also involved in other digitalisation topics, because in her opinion, a back-end-oriented technology such as blockchain technology is a link to other technologies. The understanding of data and its ownership will change rapidly, especially under the influence of artificial intelligence, and create previously unimaginable possibilities. In order to prevent manipulation on a large scale, she believes that the linking of different technological approaches is indispensable.

In addition to her projects with students, which include collaboration with the BAMF, SAP, Deloitte and others, she works in an international research team on the question of the fair distribution of financial resources in the form of tokens to small and island states to deal with the consequences of climate change . Among other things, she is the founder of the startup SimLinck, which focuses on the application of blockchain in the real estate industry.

Her vision is to create a so-called property ID card on which all data and information of a property are stored centrally for the owner in a decentralised blockchain network.

Katarina Krüger is a member of the European association INATBA and is particularly involved in the Working Group Education. She sits on the jury of the Deep Tech Award Berlin and is involved in the German government's DigiHub initiative. She organises the annual Blockchain@HTW conference to bring science, business and society into conversation with each other.

With "Blockchain Technology for Business Processes", she is presenting a German-language book in the field of blockchain business development in 2020, the second edition of which will be published in 2022.
Katarina Krüger is also a much sought-after speaker on the topic of blockchain technology and artificial intelligence worldwide. Her research focuses on real estate, taxation, finance and supply chain.

Topics (Selection):
- AI - threat or opportunity? An overview of the technology landscape with its many facets
- AI and data sovereignty: How can blockchain technology create security?
- Metaverse beyond the hype: Why AI and other technologies are helping to open up new business areas
- Trust in the age of AI: How AI can enrich or destroy customer relationships
- AI: what skills are needed to use this technology?

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