Prof. Dr. SARAH SPIEKERMANN-HOFF

Business IT Specialist

Leading Expert on Digital Ethics

Sarah Spiekermann-Hoff is a renowned scientist, author, speaker and consultant for digital ethics. She is a university professor at the WU Vienna, board member of the Institute for Information Systems and Society and founder of the "Privacy and Sustainable Computing Lab".

Since 2014 Sarah Spiekermann-Hoff has been systematically dealing with digital ethics in her academic work, going beyond values such as electronic privacy and control. Among other things, she is one of the 14 authors of the manifesto "In Defense of Democracy and the Rule of Law in the Age of Artificial Intelligence" in 2021.

Born in Düsseldorf in 1973, Sarah Spiekermann-Hoff initially studied business administration at the University of Passau and the French Grande École Européenne des Affaires (ESCP – EAP) in Paris, Oxford and Berlin. In 2001 she received her doctorate at the Humboldt University in Berlin and completed her habilitation in business informatics there in 2007.
Sarah Spiekermann-Hoff has headed the Institute for Information Systems & Society at the Vienna University of Economics and Business (WU Vienna) since 2009. Previously, from 2003 to 2009, she was an assistant professor at the Institute for Information Systems at the Humboldt University in Berlin, where she headed the Berlin Research Center for Internet Economics. From 2006 to 2009 she was also Adjunct Visiting Research Professor at the Heinz College of Public Policy and Management at Carnegie Mellon University, Pittsburgh, USA), founded and closed the company Skillmap for the visualization of social networks, and worked as a management consultant and marketing manager at A.T. Kearney and Openwave Systems.

She is the author of several books and over 100 articles in leading academic journals such as "Communications of the ACM", "IEEE Transactions" and "Science, Technology and Values". In 2016, Sarah Spiekermann-Hoff was co-founder of the "Sustainability Computing Lab", took over the IEEE project "P7000" as co-chair and lead the development of the first model process for ethical system design (or "VBE - Value-based Engineering"), published in 2021 (also referenced as ISO/IEC/IEEE 24 748-7000).

As a much-sought-after speaker, Sarah Spiekermann-Hoff shows why we need a new ethics for IT systems and how we can set a standard for this. In her keynotes she shows why progress focusing on people is needed and gives impulses on how to restructure the IT landscape accordingly .

Topics (Selection):
- Digitization and Ethics
- Impact of AI on society and democracy•
- Does digital technology need ethics?

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