



Expert in Digitalization, Artificial Intelligence, Generative AI, Strategy & Brand Communication

Sascha Lobo

Der Kommunikationspunkt!

Sascha Lobo works as an author and strategy consultant specializing in the internet and brand communication for clients such as Deutsche Messe, Fraunhofer Gesellschaft, and VW. He gives lectures on the digital world, from social media to digital work processes. His main topics are digitalization, artificial intelligence, and the resulting...

Topics

- Branding
- Consumption / Trade
- Innovations
- Motivation / Strategy
- Online Marketing
- Rhetoric / Communication
- Workplace / Working Model / New Work

Languages

- German

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