



## Carsten Linz

Executive Fellow  
CEO | bluegain

*Expertise and areas of interest*

Digital Transformation | AI  
Business Model Reinvention

Carsten Linz is the CEO and founder of bluegain, a company that supports leaders transform established companies at the intersection of digital technology, business model reinvention, and sustainability goals to gain a competitive edge.

He previously served nearly 20 years in leadership positions with a focus on software, data and digital growth, where he built several 100mn businesses and led enterprise-wide transformation programs for more than 60,000 employees. His roles included Group Digital Officer at BASF, Business Development Officer at SAP, and Global Head of the Center for Digital Leadership.

Carsten is represented on various boards including the o9 Executive Council (Dallas), Shareability's Technology & Innovation Committee (Los Angeles), and Social Impact (Berlin). He is a member of the World Economic Forum's Expert Network on Digital Economy and New Leadership and serves on the investment committee of European's largest seed capital fund.

As an author, he has published numerous articles in Forbes, MIT Sloan Management Review, Harvard Business Review, and others. His book 'Radical Business Model Transformation', is considered a standard reference in business model and digital transformation literature.

Carsten is a sought-after keynote speaker and teaches in executive programs at the European School of Management & Technology Berlin, Mannheim Business School, University of St. Gallen and Stanford Graduate School.

He holds a PhD in Innovation Management from University of Bern/Switzerland and a Diploma degree in Economic Engineering from Karlsruhe Institute of Technology. He studied System Dynamics and Entrepreneurship at MIT Sloan School of Management, Leading Change and Organizational Renewal at Harvard Business School, and Corporate Strategy at INSEAD Fontainebleau.

With his rare combination of board-level experience, large-scale transformation leadership, and deep expertise in AI-enabled business model reinvention, Carsten strengthens CFFO's AI-driven digital transformation capabilities.

Carsten is based in Frankfurt, Germany.