

Prof. Michael Schwertel

Professor of Media Innovation and Artificial Intelligence
Keynote Speaker on AI, Robotics and the Future of Work

"In his talks, he explains how AI is transforming communication and decision making, and how organizations can use these developments in a strategic way."

Short Profile

Prof. Michael Schwertel has spent more than 25 years exploring the future of digital media, the impact of innovation, and the possibilities of artificial intelligence.

As a Professor of Media Management at CBS International Business School, he teaches AI, digital marketing, storytelling and innovation.



He combines academic depth with hands-on experience in film, television, tech and consulting. His work spans animation, AR and VR, AI-supported media production, and data-driven communication strategies. He is considered an early pioneer in areas such as digital image processing, stereoscopy, immersive formats and modern AI technologies.

He speaks at conferences, in companies, media organizations and industry associations, helping teams integrate AI and robotics into workflows, communication and leadership in a meaningful and practical way.

Areas of Expertise

- Artificial Intelligence and Robotics
- Embodied AI and the Future of Work
- AI in Media Production and Journalism
- Digital Marketing and Data-Driven Communication
- XR, Simulation and Immersive Media
- Innovation and Transformation Strategy

Selected References

- CBS International Business School – Professor of Media Management and Innovation (since 2011)
- Power-Toons – Founder and Managing Director, agency for animation, XR/VR and AI applications (since 2000)
- Keynote Speaker and Moderator – International conferences and panels on AI, media and robotics (since 2010)
- Advisor for media organizations, companies, associations and public institutions

Jury & Advisory Work

- Member of the jury and nomination committee of the Grimme Online Award
- Juror for the Grimme Award (Children & Youth category)
- Member of advisory boards at the Cologne Chamber of Commerce (IHK Köln)
for media, innovation and digital transformation

Contact

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