



**Imaging Summit 2009 – Event Speakers**  
30/11/2009 – 01/12/2009



# Imaging Summit 2009 – Event Speakers

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- GfK Pascal Bollon
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- GfK Frank Reissmann
- GfK Joern Taubert
- GfK Dr. Christoph Wagner

# Pascal Bollon

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**Job title:** Global Director, IT, GfK Retail and Technology

**Topic:** *The Digital Consumer 2010: moving from the "installed base" to the "personal electronics"!*



**Biography:** - Leads the GfK RT research and marketing for all IT products since 2000

- With 15 years of experience with the group, including 4 in Asia, he is a recognised authority on channel and global marketing strategies for electronics, as well as a regular speaker in different industry forums

# Uriell Chabert

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**Job title:** GfK Regional Account Manager, Asia Consumer Electronics

**Topic:** *Imaging Trends in Asia: From Compact to Camera Phone*

- Biography:**
- Heads the Photo Panel at GfK Asia
  - Graduated from ESCP (leading French Business School) and holds an MBA from the Asian Institute of Management, Thailand
  - Started her marketing career in Thailand, with the leading French Hypermarket Chain Carrefour
  - In 2003, she joined GfK Group in France as an Account Manager in charge of partnerships with retailers
  - Moved back to Asia in 2007, holding responsibilities successively in Consumer Electronics and Photo Divisions



# Liz Cutting

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**Job title:** Director, Senior Imaging Analyst, DIGITAL IMAGING Industry Expert (NDP Group)

**Topic:** *Imaging Without Borders - American consumers' pursuit of photography, from attitudes to accessories*



**Biography:**

- With more than sixteen years of marketing and analysis experience, she is the NPD Group's lead spokesperson for digital imaging
- Has been a featured speaker at many conferences, including Photo Marketing Association, Consumer Electronics Show, Photoimaging Manufacturers and Distributors Association, Photokina, and the Photo Imaging Exposition in Tokyo
- Prior to joining NPD, she managed the development of the corporate web site for Fuji Photo Film U.S.A., Inc.
- Previously she was an account manager in interactive advertising at McCann Erickson
- Spent seven years in marketing during the launch and growth of the Lexus Division of Toyota Motor Sales U.S.A.
- Has an MBA from New York University and a B.A. in Japanese Studies from Hamilton College

# Don Franz

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**Job title:** Publisher, Photo Imaging News

**Topic:** *The Transformation of the Photographic Print Market*



**Biography:**

- Don explores the transition into hardcopy and softcopy output for consumer and professional markets and looks at the applications of the various technologies involved
- He has been involved with the photography/photofinishing industry as an analyst/reporter/consultant for 40 years, covering both the amateur/consumer and professional segments
- He is group publisher of both the International and Asia editions of Photo Imaging News, an industry analyst and consultant who has spoken to industry groups around the world, and organizes industry conferences in Asia, Europe and the U.S.A., including the International Business Forum meetings held in Germany and China

# Siegfried Högl

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**Job title:** Managing Director of GfK Marktforschung in Germany

**Topic:** *Best Brands - What Makes a Great Brand?*



**Biography:**

- Member of the GfK Global Custom Research Board
- Member of the GfK Asia Board
- From 2002 to 2006 member of the Council of ESOMAR (European Society for Opinion and Market Research)
- His special expertise in market research covers the whole area of brand and communications research
- 1980: Degree at the University of Regensburg, Germany in business management and economics; special subjects: marketing, statistics/econometrics and finance

# Prof. Michael Jostmeier

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**Job title:** Professor for Photography and Media Design at the Georg-Simon-Ohm technical college in Nuremberg

**Topic:** *Advanced Computer Generated Imaging (CGI) and its Impacts*



**Biography:** - 1977-1983: He studied visual communication, photography at the university of Essen

- He was business manager and creative director of an advertising agency for seven years
- Member of the German Photographic Academy and the German Society for Photography
- Co-author of a digital imaging book, "Das Digitale Bild - Bildung des Digitalen II "
- At the 2008 photokina he organised the Solution Center "Computer Generated Imaging"

# Peter Karbe

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**Job title:** Leader of Department Development and Optics Leica Camera AG

**Topic:** *Image Composition also a Matter of Sensor Size?*

**Biography:** - He has been working at Leica Camera AG for 23 years  
- He is Head of Development for Optics products



# Klaus Kobjoll

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**Job title:** Speaker and seminar leader on motivation, service marketing, quality management and business excellence

**Title:** *"Be Different or Die" - Creating a Hothouse Climate for Top Business Performance*



**Biography:**

- He is renowned within the hotel industry as being an ideal employer
- He is a highly effective speaker and his presentations have an innovative approach to business
- The Schindlerhof company philosophy: "Enthusiastic employees mean satisfied customers. We have redefined the quality of the relationship between employees and customers."
- He inspires admiration because he practises what he preaches
- He went independent at the age of 22 and has by now successfully started up ten companies, long before the term "start-up" became common, so he knows what he is talking about
- His entrepreneurial success stems largely from his methodical use of enthusiasm, as well as his consistent and systematic use of reflection, out-of-the-box thinking and renewal
- His 14 awards, including the European Quality Award, testify to what is feasible with planning, a clear vision and a good team

# Frank Reissmann

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**Job title:** Business Unit Manager Photo & Printing  
at Linos Photonics GmbH & Co. KG

**Topic:** *Lenses for Large Format Digital Backs*



**Biography:**

- University Diploma in Physics with specialization in optoelectronics and laser physics at Friedrich-Schiller-University in Jena with added subjects economics, chemistry and informatics
- Academic Specialization in Strategic Marketing Management, Controlling and Psychology
- University Degree in Law of Economics and Labour
- General Manager Asia (LINOS Photonics GmbH & Co. KG)
- Head of Market Segments Laser Systems, Laser Material Processing and Telecommunications (LINOS Photonics GmbH & Co. KG)
- Product Manager Electro Optics and Magneto Optics (Gsänger Optoelektronik GmbH, acquired by LINOS Photonics GmbH & Co. KG)

# Joern Taubert

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**Job title:** Director Consumer Electronics, Amazon.de GmbH

**Topic:** *Faster, more convenient, more personalised - that's how clients want to shop on the Internet!*



- Biography:**
- He joined Amazon.de GmbH in 2006 as Director for Home Products and was appointed Director Consumer Electronics (CAV, IT, Communication and Digital Imaging) in 2007
  - In this position, he is aligned with the company's global vision ensuring that customers of Amazon.de can find anything they might want to buy online
  - His tasks include managing and developing the CE product lines while ensuring the best possible online experience for the customers
  - Before joining Amazon he worked at Sony in several roles - from setting up the DVD Hardware and Vaio business in Germany to being responsible for product marketing and communication as divisional Director Consumer Audio Video and IT Products for Sony Germany

# Dr. Christoph Wagner

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**Job title:** Head of the business unit trevista

**Topic:** *3D Surface Inspection for Machine Vision*



**Biography:**

- Studies in Electrical Engineering at the University of Karlsruhe
- Working experience in digital holography at the Bremer Institute for Applied Beam Technology and PhD in optical 3D sensors at the university of Erlangen-Nuremberg in the Department of Physics
- From 2003 he worked for OBE Ohnmacht & Baumgärtner, a specialist for the production and inspection of precision devices
- Currently Head of Business Unit at trevista (automated surface inspection and machine vision)