

PROFILE

Gerd Güldenast

Managing Director - hmmh AG



Gerd Güldenast joined hmmh in 2008. Since then he has driven forward the development of innovative e-Commerce solutions for the agency's customers and has guided many companies through the process of digital transformation. Previous to this, Gerd Güldenast worked for various renowned management and technology consultancies, where he held roles as project manager, consultant and management consultant. He has a degree in Economic Science and Information Technology and also holds a position as a lecturer at the University of Bremen, where his specialist area is Connected Commerce. His focal themes include omni-channel commerce, cross-channel strategies, business consulting, e-Commerce platforms - including PIM and CRM systems - and agile project management. In the numerous talks he gives, Gerd Güldenast presents his concrete experience from agency work, as well as trends and perspectives in Connected Commerce. He showcases innovative business models and highlights ways in which the latest technologies can be utilised. Thanks to the wealth of experience that Gerd Güldenast has gathered as a project manager, consultant and management consultant, he is able to bring together future-oriented ideas with the requirements of companies and their customers.

Born:

1973 in Bremen

Family:

Married,
two children

[to LinkedIn profile](#)

Career history:

- Roland Berger Strategy Consultants
- Accenture (formerly Andersen Consulting)

Key themes:

- Business consulting
- Cross-channel strategies
- E-Commerce platforms
- Connected CRM
- Digital transformation

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