



Professor Wolfgang Henseler (born in 1961) is Chair of Digital Media and Master of Creative Directions at Pforzheim University Faculty of Design. He is the founder and course director of the innovative 'Intermedia Design' degree programme and teaches the following subjects: Digital Transformation (Economy 4.0 and Society 4.0), Natural User Interface Design, Design and Innovation Thinking, Smart Technologies, User Centricity, Usability and User Experience.

In addition to this, Professor Henseler is Creative Managing Director at SENSORY-MINDS, a design studio for innovative technologies and smart media, where he is in charge of the fields of 'Innovative Technologies and Smart Media Business Strategies', 'User Experience and Usability', and 'Natural User Interface Solutions'. He is an expert on customer- and user-oriented 4.0 business solutions and a specialist in media-based brand experiences and design thinking.

As a visionary figure, driving force and opinion leader on the 'new' thinking in the age of digitisation, Professor Henseler sensitises, inspires and coaches such well-known companies as Adidas, Apple, Commerzbank, dm Drogerie, Google, Lufthansa, Mercedes-Benz, RWE, SAP, and Volkswagen, etc. His focus here lies in communicating the future opportunities and possibilities for companies, society, politics and people that arise from digitisation changes, by applying sophisticated thinking in the 4.0 era.