

Old is so yesterday

When his mother learned in 1996 that her son programs websites, she was appalled. Therefore, Alexander Wild founded the first German online club for people over 60 in 1998 – and became a laughing stock. In 1999, he hosted the symposium "Senioren agil – Wirtschaft senil?", but the event had to be cancelled due to a lack of participants. And today? The mega trends digitization and demographic change confirm what the astute entrepreneur realized early on...



CEO, Diplom-Kaufmann

German, English

Field(s) of Expertise: Digitization, demographic change, 50plus – and online marketing, innovation, securing the future

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01/04/2017
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12/06/2016
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AWARDS



The full profile including references, participant comments, videos, and more can be found on: 5sr.de/q0

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