



Elmar Husmann



Elmar Husmann has over 10 years experience in strategic innovation programmes and policy relations for ICT innovation.

Prior to working with IBM, Elmar has been a principal consultant with PricewaterhouseCoopers German consulting practice leading the team on IT strategy and working with customers such as BMW, Vodafone, DaimlerChrysler and Siemens as well as with start-up companies on next generation IT based services. Since 2002, Elmar has been a senior managing consultant on behalf of IBM Business Consulting Services and has led large-scale programme management and strategy projects – such as the launch of the BMW global eBusiness and CRM programme and the BMW Welt investment programme.

In collaboration with IBM Governmental Programmes and IBM Research, Elmar also supports IBM ICT innovation policy relations acting as; steering committee member of the Networked European Software and Services ETP (NESSI), representative to the European Commission Future Internet Initiative and Senior advisor to the European Learning Industry Group (ELIG). In these functions he has contributed to policy areas such as the European Software Strategy or the European Research and Innovation Agenda.

Since the start of the European Commission's 7th Research Framework Programme (FP7), Elmar is involved with the successful set-up of an IBM research programme on the Internet of Services – including several integrated projects funded by the European Commission - jointly with IBM research labs from Haifa, Zurich, Watson / New York and Almaden / Palo Alto. In this role, he has also coordinated IBM contributions to the NESSI-Soft and NESSI-Grid projects that provided strategic research agendas in the areas of service-, grid- and cloud-computing technologies as input to the European Commission's first two funding workprogrammes in FP7.

Elmar has also been involved in the previous FP6 programme as member of the project management executive board and coordinator of the business domain of the large-scale Digital Business Ecosystems Project - a project that was selected as one out of ten European showcase projects for the United Nations World Summit on the Information Society (WSIS). In addition, Elmar has acted as a member of the advisory groups of the FP6 project PEARDROP on European regional ICT

innovation programmes and the FP7 project TARGET on new virtual and ambient learning approaches.

Elmar holds two master degrees in engineering - with a focus on computational and bio-chemical engineering - from both the Aachen University of Technology (RWTH) and the Ecole Centrale Paris. He also holds an M.A. in management sciences from the Ecole Centrale with a focus on strategy and innovation management and attended executive training programs at INSEAD, HEC and the Cambridge University. He is also a frequent speaker on technology policy topics at conferences and has been involved with events of the European Commission, The United Nations, OECD and the Club of Rome.