

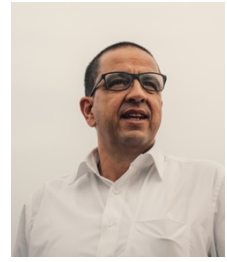
PROF. PETER KABEL

Emeritus Professor | Entrepreneur | Investor | Author | Keynote Speaker

Leading Expert in Generative AI & Creative Industries

Bernadottestraße 26, D-22763 Hamburg

+49 40 492 22 602 | +49 171 471 5606 | pkabel@kabel.de



PROFESSIONAL PROFILE

Renowned expert at the intersection of Artificial Intelligence and the Creative Industries with over 30 years of experience spanning academia, entrepreneurship, publishing, and strategic consulting. Since 2017, recognized as one of Germany's leading authorities on Generative AI and its transformative impact on creative work, content production, and the creative economy.

As Emeritus Professor at HAW Hamburg (1995–2025, 30 years), built a distinguished academic career in Interaction Design and Service Design while simultaneously founding and scaling multiple companies to over 1,200 employees and EUR 100 million in revenue. Most recently founded CogniWerk.ai, a Generative AI platform for creative professionals spun off from university research. Extensive international academic engagement as Visiting Professor at leading Chinese universities.

Prolific author, keynote speaker, and conference organizer who bridges academic research and industry practice. Advisor to leading industry associations, companies, and institutions on the strategic implications of AI for creative and content industries. Deep connection to India with two decades of engagement in the Indian digital startup ecosystem as an early-stage investor, with successful exits including ixigo (IPO 2024) and Clovia.

CORE EXPERTISE

- Generative AI & Creative Industries
- AI Strategy & Transformation Consulting
- Interaction Design & Service Design
- Natural Language Processing & Voice AI
- Digital Business & Innovation Management
- Early-Stage Investing & Venture Building
- Design Research & Higher Education
- International Business (India, China)

ACADEMIC CAREER

Emeritus Professor – HAW Hamburg

1995 – 2025 (30 Years)

Hochschule für angewandte Wissenschaften Hamburg (University of Applied Sciences)

Department of Design – Chair of Interaction Design and Service Design

Three decades of shaping design education and research, including:

- Pioneered innovation initiatives: Design Thinking, Design Hackathons, Peer Learning, Physical Computing, Rapid Prototyping
- Led major research projects on AI and the Creative Industries (aiXdesign.space) and Voice AI / Conversational User Interfaces (tellme.io)
- 5 years as Pro-Dean, Faculty of Design Media Information
- 5 years as Director of Studies, Communication Design
- 5 years as Student Advisor; 12 years responsible for Department digital platforms
- Developed award-winning department website with innovative screen design and interface concepts

Visiting Professor – Chinese Universities

Since 2023

International teaching engagements at leading Chinese institutions through the Joint Institute of Zhejiang Wanli University and Brand University of Applied Sciences:

- **China Academy of Arts (CAA)**, Hangzhou – one of China's most prestigious art and design academies
- **Donghua University**, Shanghai – renowned for design, fashion, and creative industries programs

- **Northwestern Polytechnical University (NPU)**, Xi'An – leading research university
- **Zhejiang Wanli University**, Ningbo

GENERATIVE AI & CREATIVE INDUSTRIES – THOUGHT LEADERSHIP

Since 2017, Prof. Kabel has been at the forefront of research, publishing, consulting, and public discourse on the transformative impact of Artificial Intelligence – and especially Generative AI – on creative work and the creative economy. Activities include:

Consulting & Advisory

- Strategic AI consulting for companies and institutions navigating the impact of Generative AI on creative processes, content production, and business models
- Advisor to the GWA (Gesamtverband der Werbeagenturen Deutschlands / Association of German Advertising Agencies) on AI strategy and positioning
- AI transformation projects with enterprises across media, advertising, and creative sectors

Conference Organization

Initiator and organizer of conferences at the intersection of academic research and industry practice. Selected examples:

- **HHai (2022)** – Conference on Artificial Intelligence in the Creative Industry, bringing together researchers, practitioners, and industry leaders
- **Tellme-Days (2018)** – Conference on Conversational User Interfaces, Voice AI, and the future of human-machine dialogue

Keynote Speaking & Public Discourse

- Sought-after keynote speaker at major industry conferences, congresses, and corporate events on Generative AI and its implications for creative industries
- Regular guest in podcasts, panel discussions, and media appearances on AI and creativity
- Presentations for senior management audiences across industries

PUBLICATIONS & RESEARCH

Prolific author and researcher with publications spanning books, academic articles, industry publications, and digital research projects since 1992.

Selected Publications

International Research Project: Creative AI – Asian Perspectives (2022)

aiXdesign.space/AsianPOV – Video interviews on the impact of Generative AI in Creative Industries with focus on China, Korea, Japan, Singapore, Malaysia, and Thailand.

Dialog zwischen Mensch und Maschine (Springer Gabler, 2020)

"Conversational User Interfaces, intelligente Assistenten und Voice-Systeme" – Comprehensive book on the future of human-machine dialogue. ISBN 978-3-658-29584-4

aiXdesign.space – Ongoing research platform documenting projects at the intersection of AI and Creative Industries

Numerous guest articles in industry and trade publications on AI, creativity, design, and digital transformation.

UNIVERSITY SPIN-OFF: COGNIWERK.AI

Founder & Managing Director – CogniWerk.ai / CreativeAI International GmbH *Since 2023*

Founded and spun off CogniWerk.ai from the university research project aiXdesign.space at HAW Hamburg – a browser-based Generative AI platform designed for professional creatives. CogniWerk.ai combines years of academic design research with state-of-the-art open-source AI technology, offering an integrated creative workflow environment.

- Unified platform integrating text-to-image generation, image-to-image transformation, inpainting, ControlNet, and LoRA model training in a single intuitive interface
- Designed for professional image creators who need both simple presets and detailed fine-tuning – going beyond the typical results of Midjourney, DALL-E, and Adobe Firefly
- First-of-its-kind integrated AI prompt optimization and regional prompting for granular creative control
- Featured in ADC Masterclass (Art Directors Club Germany), PAGE Magazine, and Startup City Hamburg

ENTREPRENEURIAL & CORPORATE CAREER

India Engagement & Early-Stage Investing

Since 2005

Deep personal and professional connection to India spanning two decades. Early mover in the Indian digital startup ecosystem, building an extensive network across the subcontinent's technology and venture capital landscape.

Lakshmi GmbH & Asian E-Commerce Alliance (AECAL)

Personal investment vehicles for strategic participations, advisory board roles, and interim management positions in Indian digital companies. Since 2005, actively engaged in identifying, investing in, and mentoring early-stage startups in India's rapidly evolving digital economy.

Portfolio of 15 early-stage investments in Indian digital companies since 2014, with focus areas including:

- Natural Language Processing applications (HR Recruiting, Conversational Shopping)
- Direct-to-Consumer (D2C) brands and e-commerce
- Travel technology and AI-driven platforms

Successful exits include:

- **ixigo (Le Travenues Technology Ltd.)** – India's leading travel OTA; IPO on BSE/NSE in June 2024, ~INR 740 crore issue size. Early-stage investor with successful exit at IPO.
- **Clovio (clovia.com)** – India's leading D2C intimate wear brand; early-stage investor with successful exit
- Additional exits across the portfolio in digital commerce and technology ventures

Portfolio Management – Lakshmi GmbH & AECAL

Since 2008

Formal incorporation of investment vehicles. Participation in various advisory boards and adoption of interim management roles in portfolio companies, with particular focus on the Indian startup ecosystem.

Member of the Executive Board – Jung von Matt AG / MD Jung von Matt next GmbH *2002 – 2005*

Board member of one of Europe's most renowned creative agencies, responsible for one-to-one services, modern communication dialogue, innovation management, and business development. Simultaneously Managing Director of the subsidiary Jung von Matt / next GmbH for Dialog Communication (Direct Marketing, Internet, Mobile, Digital TV, Marketing Innovation). Grew next GmbH revenue from EUR 400K (2004) to EUR 3.5 million (2007). Clients included GlaxoSmithKline, Neckermann, Microsoft, Spiegel Online.

Co-Founder & Managing Director – TC Tone Consultants GmbH

2002 – 2005

Consultancy for music industry, telecommunications, media, and commerce on digital music distribution. Clients: BMW AG, O2, Sony NetServices, Fraunhofer Gesellschaft, CTS Eventim. Company sold to Sony NetServices in 2005.

Founder & CEO – Kabel New Media GmbH / AG

1993 – 2001

Founded Kabel New Media in 1993 and grew it from startup to one of Europe's leading e-business companies. Built the GmbH to ~100 employees and EUR 8 million revenue by 1998, then led the company to IPO on the Neuer Markt Frankfurt (June 1999) – first in peer group in Germany. Scaled to 1,200 employees, 18 subsidiaries in 6 European countries and the USA, reaching EUR 100 million in revenue (March 2001). Clients included BMW, Siemens, Dresdner Bank, Deutsche Telekom, Nokia, Lufthansa Technik, FIFA, ATP Tour. After insolvency in July 2001, successfully managed the rescue process, transferring ~70% of employees and revenues into new structures (management buy-outs, asset sales).

Founding Partner – Trend Büro GmbH

1993 – 1995

Trend consulting for major media and consumer brands. Developed and implemented Below-the-line campaigns (Marlboro Adventure Team).

Founder – Kabel Hamburg GmbH & Büro Hamburg GmbH

1991 – 1995

Design agencies serving G+J, Burda, Time Warner Video, BMW AG, Philip Morris. ~40 employees, EUR 3 million in fee income. Computer-aided design, magazine production, and European advertising/packaging production systems.

Founder – Design Consultancy

1985 – 1991

Independent design consultancy. Clients: Rowohlt Verlag, Die Zeit, Hamburg Department of Culture, Time Warner. 4 employees, EUR 0.5 million annual revenue.

INDUSTRY ENGAGEMENT & ASSOCIATIONS

- Founding member of the DMMV (Deutscher Multimedia Verband), today BVDW (Bundesverband Digitale Wirtschaft) – Germany's leading digital industry association
- Advisor to GWA (Gesamtverband der Werbeagenturen Deutschlands) on AI positioning
- Extensive collaboration with major consulting firms (McKinsey, BCG, Accenture), technology advisory services (IBM Global Services, Siemens Business Services), and leading agencies (BBDO, Jung von Matt)

EDUCATION

Diploma – Visual Communications

1981 – 1987

Hochschule für bildende Künste (College of Fine Arts), Hamburg
Additional studies in Philosophy, University of Stuttgart

Abitur – Dillmann Gymnasium, Stuttgart

1980

Final grade: 2.0

PERSONAL INFORMATION

Born July 29, 1962 in Stuttgart | German nationality | Languages: German (native), English (fluent)