

# PRESS RELEASE

## DEALING WITH DIGITAL CHANGE: IT-TRANS KEYNOTE SPEAKER CHRISTOPH BORNSCHEIN HAS YOUR STRATEGY IN MIND



**BRUSSELS, 10 FEBRUARY 2020**

**Digitalisation continues to redefine the way we live, the way we interact, and crucially for the world of urban mobility, the way we move.**

As the progressive digital transition continues to change our everyday lives, the public transport sector has embraced new technologies to make the way we move around our cities as efficient and customer-friendly as possible.

**Public transport is for all people and digitalisation is a people-centric approach...**

So when you place the spotlight firmly on the people, it's time to bring to the **IT-TRANS** stage the person who understands what the digital evolution is capable of delivering.

**Christoph Bornschein** is the person you want to **lead your digital strategy** – as a counsellor to global companies and brands such as Bayer, Ford, ING, Lufthansa, Deutsche Bank and KUBIKx

– he will address how the **digital transformation is changing our society** and what that **means for public transport**.

IT-TRANS has offered decision makers the platform to learn about **the digitalisation of public transport** and see the latest innovations up close. Christoph will inform our audience about **the ways in which that evolution impacts urban mobility**.

*“Technological progress drives cultural change, and digitalisation is a powerful accelerator. Urban mobility is an important factor to the way we work, live, communicate, commute, travel, and go about our daily lives. It's a key to our future – affected by profound changes, effecting profound changes itself. Discussing urban mobility means discussing the future of urbanity itself.”*

**Christoph Bornschein**  
CEO and Co-Founder of TLGG

Alongside two colleagues, Christoph has been **'shaping the customer experience of the future'** as founder and CEO of **TLGG** the German agency boutique consultancy for digital business.

Believing that every brand experience has to be **more than a moment**, but believing that **one moment can decide everything** - Christoph and his team guide brands, products, ideas and companies to the **right place, at the right time**.

**Everything is full of data and knowledge is everywhere...**and Christoph's company has been advising, guiding and developing for more than a decade.

### **Why Christoph? ... and Why IT-TRANS?**

Christoph facilitates change on a daily basis. As a thought leader on the organisational transformation, his expertise is sought out across the globe.

Alongside his TLGG roles, with offices in Berlin and New York, Christoph is a member of the Advisory and Supervisory Boards of **ING, KUBIKx, Deutsche Bank** and **Lufthansa's Innovation Hub**, has headed Communications, Marketing and Public Relations teams, has owned a Communications firm and studied Law and Trade Law.

Specialising in **single market integration, investment taxation, digital education** and more, Christoph is also a lecturer at the Good School, a published author and works as a mentor and investor to start-ups around the world.

**IT-TRANS** is all about **the future of urban mobility** (Karlsruhe, Germany 3-5 March 2020) - and as we begin the seventh edition it's important to reflect on what's to come.

As the defining event focused on IT and digitalisation in public transport, **IT-TRANS will consider the progression being made in our sector, with a close eye on the future**.

Our cities are at their very best when people can move around with **different options on their doorsteps**: they live and breathe best when an efficient and user-friendly public transport network is **the first choice for movement**.

Great public transport impacts our everyday lives for the better...

And as we debate the ongoing digitalisation process, Christoph will show us what embracing technology and a solid digital strategy can do for you and your company.

**Join us to see what that change looks like 'today, tomorrow, later and always'.**

## **FREE PRESS REGISTRATION IS OPEN FOR IT-TRANS AND THE TAXI AND RIDE-HAILING CONFERENCE AND EXHIBITION - ONE PASS FOR ALL!**

### **FOR EDITORS**

**(UITP) The International Association of Public Transport** works to enhance quality of life and economic well-being by supporting and promoting sustainable transport in urban areas worldwide. As a passionate champion of sustainable urban mobility, UITP is internationally recognised for its work to advance the development of this critical policy agenda. With more than **1800 members** in **100 countries**, UITP has a long history to its name, and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. Visit the [newsroom](#) and follow us on [Twitter](#).

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