



Boris Radke

ProSiebenSat.1 Media SE
 Chief Information Officer (CIO)



Complacency vs. Paranoia – Choosing the balance for our future

The numbers are all over the place: A few millions to a few billions of people will be irrelevant to our job market in just a few decades. Mass automation by tech developments such as AI and robotics plus an aging society will demand big answers by our liberal societies all over the world. Even in such a country such as Germany, being wealthy and having a booming economy, means no time to waste in what has become a global race around talent, tech and resources. Each country needs to find solutions for the trend that is unstoppable: Technological development will advance, and it will re-shape our society and our work. Without the right balance between funding for education, venture capital and synergistic partnerships, cities, states, countries, entire continents will fall short and the future for the people are impossible to predict at that time. We need to choose the right set-up to keep ourselves and our economy flexible.

Boris Radke became Chief Information Officer of ProSiebenSat.1 Media SE in June 2018. In this role, he is responsible for all IT matters across ProSiebenSat.1's entertainment business.

In addition to all enterprise applications for the entire staff, his responsibilities include broadcast and production technology for our TV stations and central operations for the Group's digital platforms. His objective is transforming the application landscape and insourcing more and more core tech capabilities.

Radke has also been appointed to the board of Babor GmbH in Aachen since 2017 and advises the company on its digital transformation. As a mentor, he has been coaching tech startups all over Europe for years. Boris Radke worked at Zalando until 2017, where he built several teams of the fast-growing online retailer in his function as a business developer. He was also heading corporate communications and was the company's spokesperson. Previously, Radke was founder and managing director of his own recruitment consultancy.

