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Trailblazers for digital transformation: IoT Venture appoints a Chief Digital Officer

With its smart devices and data signatures, IoT Venture GmbH is a pioneer of technical development. Current processes are now to be further optimised using AI technology. These future-oriented roads to the future were already signposted in July of this year, when Felix Letkemann was appointed as the new Chief Digital Officer of this Darmstadt-based company.

From his beginnings as IoT Venture's first employee, Felix Letkemann first contributed his expertise as a backend developer and then, over the last two years, was Chief Information Officer. In his new role as Chief Digital Officer, he will immediately occupy a key position in the company. He will be entrusted with recognising the potential of artificial intelligence and employing it strategically in existing processes.

"AI is currently still in its early stages but is developing at great speed. It already offers countless opportunities and potential to optimize our processes," says Letkemann with delight.

Artificial intelligence is becoming more and more important for companies and is opening up new opportunities for innovation and increased efficiency. An initial goal of IoT Venture is to optimize existing processes through transformation. Initially, a possible application in the area of customer support will be examined; other areas of application are also currently being evaluated. In the future, the AI applications are also to be made tangible for users on the basis of smart devices.

IoT Venture GmbH company profile

The scale-up IoT Venture GmbH connects valuable assets with the Internet, thus making products with data smarter and capable of delivering a greater experience. The Darmstadt company's solution allows business clients to create data-based business models using data signatures. One great advantage is that IoT Venture GmbH's services include the development of hardware and software (embedded systems), provision of the required data platform (cloud solution), supply of a (white label) app and assistance in developing brand-new digital business models with all services coming from a single supplier. IoT Venture GmbH offers its range for a wide variety of applications across different industries, primarily in the mobility and pet sectors. The IT'S MY BIKE service world for e-bikes was the first application, successfully launched on the market in 2018. A tracking solution for the pet supplies sector has formed part of the range since 2021. Since its founding in 2016, IoT Venture GmbH has grown to employ a workforce of 70. Its main office is in the German city of Darmstadt with a second location in Cologne.

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