



**UNIVERSITÄT
HEIDELBERG**
ZUKUNFT
SEIT 1386

IWR Colloquium

Winter Semester 2024 / 2025

November 27, 2024 • 16:15
Mathematikon • Conference Room / 5th Floor

Speaker:

Dr. Philipp Harbach
Global Head of Group Digital Innovation, Merck KGaA

Title:

"Digital Innovation at Merck – Introduction of new digital technologies in a large enterprise organization"

Abstract:

Everyone's talking about digitalization. But before you can talk about innovation, you have to adopt these technologies. In order to understand which technologies will have a real impact on a company's product portfolio, technologies must be analyzed and understood. Only then can they be scaled into business processes. At Merck, the interface between business and technology is critical. A few examples illustrate how innovation can be achieved through digital technologies such as AI and computational science.

Website IWR Colloquium:

www.iwr.uni-heidelberg.de/events/iwr-colloquium