INTERNATIONAL EXECUTIVE

Jochen Werne

Business transformation · Technology & digital trust
Expedition leadership · International understanding

Executive experience spanning CEO mandates in the DACH region, executive board roles and management positions across FTSE 100, IBEX 35, FTSE MIB and DAX companies. A career connecting financial services, data and analytics, security, innovation and the practical demands of organisational change.



Executive leadership · On stage



Expedition leadership · At sea

Executive contribution

Transformation and growth. Experience with regional leadership, business development, technology adoption and changes to established service models in regulated industries.

Technology and judgment. Published work on AI adoption, data quality, digital trust and the responsibilities of executive teams when technology changes decisions.

Leadership across boundaries. Offshore expedition leadership and GOST co-founding connect team coordination under pressure with maritime remembrance, ocean protection and people-to-people diplomacy.

Public contribution. Book chapters, research working-group participation, bylines, keynotes and interviews translate complex developments into questions leaders can act on.

Executive and board enquiries

Full online biography

LinkedIn

Public professional profile. Company developments and company awards are distinguished from personal achievements. Historical appointments do not imply current employment.

Executive experience

REGIONAL CHIEF EXECUTIVE MANDATE · DACH

Experian

Appointed in 2023 to lead the Germany, Austria and Switzerland region of the global data, analytics and technology company. The regional mandate combined growth and transformation in a market where data quality, risk assessment and customer trust are central to commercial performance. Public records from the tenure include the Boniversum acquisition and the commercial partnership with Creditreform.

Source / further reading

EXECUTIVE BOARD · DEVELOPMENT, INNOVATION & INTERNATIONAL SALES

Prosegur Germany

Chief Development & Chief Visionary Officer and executive board member, with responsibilities across business development, innovation and international sales. Also served as Managing Director of Prosegur Crypto GmbH. The combination connects established security operations with the development of new offerings, including institutional digital-asset custody.

Source / further reading

BANKING · BUSINESS DEVELOPMENT & SERVICE TRANSFORMATION

Bankhaus August Lenz

Responsibilities included marketing, business development, product management, training and treasury. Published work examines the transformation of an analogue private bank, the role of staff development and the relationship between digital services and personal advice. Cooperation with fintech companies formed part of that innovation context.

Source / further reading

CONSULTING

Accenture

Customer relationship management work, including work with the Mediolanum Group. This experience connects customer strategy and business processes with the practical implementation of digital services.

Source / further reading

GLOBAL INVESTMENT BANKING

Bankers Trust Alex Brown International and Deutsche Bank

Earlier experience in global investment banking before moving into consulting and operating leadership roles. These appointments form part of the financial-services foundation for later work across banking, data and security.

Source / further reading

Education

Business administration studies. The public education profile lists the University of Passau, Goethe University Frankfurt, Helsinki School of Economics and the University of Oxford.

Transformation cases & executive relevance

DATA & ANALYTICS

Making an acquisition useful to customers

The Boniversum acquisition and Creditreform partnership extended Experian's German consumer-data and distribution capabilities. Subsequent product communication describes the integration of Boniversum data into Consumer Delphi Score Pro. This provides a concrete connection between a transaction, a partnership and an enhanced customer proposition.

Source / further reading

Executive relevance: acquisition integration, commercial partnerships, data strategy and the translation of new capabilities into products customers can use.

SECURITY & DIGITAL CUSTODY

Developing an adjacent business

Prosegur's entry into digital-asset custody brought physical security, cybersecurity and operational controls into a new service category. Werne's executive board responsibilities and Prosegur Crypto managing-director role sit at the intersection of business development and institutional trust. The published case asks which controls transfer from an established business and where a new service creates different risks.

Source / further reading

Executive relevance: adjacent-market development, service design, risk ownership and commercialisation in regulated environments.

PRIVATE BANKING

Changing the service model

The published Bankhaus August Lenz case examines how an analogue private bank can become an innovation driver. It connects digital channels and fintech cooperation with changes in how employees work and how customers receive advice. The central operating question is where automation improves service and where human advice continues to create value.

Source / further reading

Executive relevance: customer experience, operating-model change, workforce development and partnerships.

A practical approach to technological progress

The published leadership perspective advocates a clear business outcome, comparison with the existing process, measurement of errors on both sides and an accountable owner who can change course. The fraud-control example makes the trade-off tangible: preventing losses matters, and so does the legitimate business interrupted by false alarms.

Documented cases and source announcements

AI, governance & public thought leadership

RESEARCH & PUBLIC POLICY

Plattform Lernende Systeme

Contributed to interdisciplinary working-group discussions and publications on introducing AI in companies. The published work addresses change management, employee involvement and the organisational conditions needed to put AI into practice. The platform's progress report records working-group membership.

Source / further reading

LEADERSHIP PERSPECTIVE

Independent judgment in a technological society

Reflections develops a case for a new Age of Enlightenment: greater technological capability increases the need for people and institutions able to check evidence, challenge assumptions and correct mistakes. The argument connects business governance, the authority to speak up at sea, public trust and international cooperation. It is presented as a reasoned personal perspective supported by sources.

Source / further reading

PUBLICATIONS & COMMENTARY

Digital trust, AI adoption and board competence

Selected bylines examine false positives in fraud prevention, AI competence in executive teams, the applications and limits of language models, and cybersecurity risks from autonomous agents. Their common question is how an organisation retains accountability when technology expands the speed and scope of its decisions.

Source / further reading

Selected speaking engagements

Raiffeisenkasse Kastelruth-St. Ulrich, 2026: a new Age of Enlightenment, connecting AI and Antarctica.
qSkills Security Summit, 2026: who decides our future in an age of algorithms.
Wirtschaftsrat, 2025: financial-services innovation panel.
Herman Hollerith Conference, 2025: data-driven automotive innovation.
Siemens Graduate Program centenary, 2022: From Antarctica to Artificial Intelligence.
European Identity & Cloud Conference, 2019: AI's implications for business and society.

Organiser and archive records

Selected conversations

Capital Wirtschaftspodcast on AI-enabled fraud and digital trust; TwelveCast on CEO communication; Helden der Meere on ocean diplomacy; and conversations on cash, payments and security. An Experian fireside chat addressed technology, risk and regulation in the context of the 2026 Davos summit.

Podcast and interview links

Expeditions & international understanding

CO-FOUNDER · 1999

Global Offshore Sailing Team

Co-founded GOST with Guido Zoeller. The team brings together offshore sailing, maritime remembrance, environmental awareness and people-to-people diplomacy. Its expeditions provide a shared setting in which participants from different national and professional backgrounds can work toward a concrete purpose.

Source / further reading

SOUTHERN OCEAN · 2018

Antarctic Blanc

The expedition included crossings of the Drake Passage, a commemoration at Deception Island and environmental fieldwork. Later institutional encounters carried the expedition's themes of ocean protection, remembrance and international understanding ashore.

Source / further reading

ANDAMAN SEA · 2023

Ocean protection through shared work

The Andaman Sea expedition combined offshore sailing with beach clean-up activity in support of UNEP's Clean Seas initiative. The record links a practical environmental task to a broader conversation about responsibility for the oceans.

Source / further reading

BLACK SEA · 2024

Maritime routes and food security

Black Sea Dragon examined the connection between maritime routes, disrupted grain shipments and communities dependent on reliable trade. The expedition record connects navigation and maritime security with the wider consequences for food security.

Source / further reading

NORTH ATLANTIC · 2025

Arctic Horizon

A voyage from the Faroes toward Iceland connected offshore leadership, maritime remembrance and cooperation in demanding conditions. Its leadership reflections address uncertainty, shared observation and the need to act as circumstances change.

Source / further reading

Institutional encounters and public diplomacy

Documented encounters include Prince Albert II in Monaco, Austrian Federal President Alexander Van der Bellen at the Hofburg, and France's ministry responsible for ecological transition. The meetings formed part of the expedition and maritime remembrance programmes.

Photographs and institutional source records

Recognition & selected bibliography

PERSONAL HONOUR · 2021

Bavarian State Medal for Environmental Protection

Recognition for work advancing environmental awareness and ocean protection through expedition sailing.

Source / further reading

PERSONAL HONOUR · 2019

Admiral of the Fleet The Lord Boyce Prize

Inaugural recipient for work promoting international understanding across national boundaries through sailing.

Source / further reading

Ancla de Oro, 2016: recognition from Cuba's Asociación para la Investigación y Difusión de la Historia Naval, as recorded in the public biography.
Tyto Tech 500, 2020: listed among the 50 most influential Germans in technology in the public biography.
German Stevie Awards, 2019: jury service.
Gold Stevie, 2021: Prosegur Cash Services received a company product-innovation award for its electric armoured vehicle programme during the Prosegur tenure. This was a company award.

Public profile and recognition sources

Books and chapters

Artificial Intelligence Meets Homo Sapiens
Springer · 2025 edition · Chapter, pp. 209-219

Publisher / chapter

Bargeld, Buchgeld, Kryptowährungen und digitaler Euro
Springer Gabler · 2022 · Chapter, pp. 83-99

Publisher / chapter

Robo-Advisory: Investing in the Digital Age
Palgrave Macmillan · 2021 edition · Foreword

Publisher / chapter

Bargeld, Bargeldversorgung und Blockchain
Finanzdienstleister der nächsten Generation · 2020 · Chapter

Publisher / chapter

Further publications & professional contact

Information Overload
Jahrbuch Treasury- und Risiko-Management · 2019 · Chapter

Publication record

Redesigning a Bank
Jahrbuch Treasury und Private Banking · 2018 · Chapter

Publication record

The Bank as a Guide to Digital Investing
Vermögensmanufaktur · 2018 · Chapter

Publication record

Transforming an Analogue Private Bank into an Innovation Driver
Innovationen und Innovationsmanagement in der Finanzbranche · 2017 · Chapter

Publication record

Selected bylines and research

Cicero: co-authored argument on Europe, digital policy and technological capacity.
Security Insider: cybertrends, autonomous agents and emerging interfaces.
Kreditwesen: AI competence and the responsibilities of executive teams.
IT Finanzmagazin: the business cost of false positives in fraud prevention.
Plattform Lernende Systeme: change management and employee involvement in AI adoption.
Reflections: technology, human judgment, business transformation, maritime leadership and international understanding.

Complete selected bibliography and source links

Executive, board and speaking enquiries

For conversations about business transformation, technology strategy in regulated markets, acquisition integration, executive leadership, board perspectives, keynotes and institutional partnerships.

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LinkedIn profile

This extended CV presents publicly documented experience and selected contributions. Historical articles retain the context of their publication dates.

Updated November 2026. The online vita, source register and publisher records provide further context.