

Christian Busch

Silicon Valley advisor to business leaders

SILICON VALLEY, CALIFORNIA · ON THE GROUND SINCE 2007 · CHRISTIANBUSCH.DE/EN

Based in Silicon Valley, Christian Busch serves as a trusted advisor to German CEOs, CTOs and CIOs. He distinguishes lasting technology shifts from hype and turns them into clear recommendations: act, test, partner or wait.

THREE TYPICAL DECISION SITUATIONS

A Silicon Valley development reaches the boardroom

A confidential briefing with concrete implications for strategy, investment and organization.

EXECUTIVE BRIEFING · 90 MINUTES

An AI opportunity is identified, but the decision is open

Assessment of use cases, risks, and build, buy or partner options, down to a sound basis for the decision.

DECISION SPRINT · 2–4 WEEKS

US market entry is on the agenda

Market entry, partner identification, startup evaluation, and bridging German and American business culture.

US ENGAGEMENT · SCOPED INDIVIDUALLY

THREE PROOF POINTS

- Created the SAP Connected Goods IoT platform, which became a standard product in SAP's portfolio and one of six industry pillars within SAP Leonardo IoT. The IoT products he developed were named IoT Product of the Year in 2014 and 2016. Publicly announced customers included Coca-Cola and Tennant.
 - Led AI/ML and interoperability platforms at the second-largest health insurer in the United States, including a FHIR patient record platform serving 70 million members.
 - Has served as a CEO mentor in the Ignite program at Stanford Graduate School of Business for more than ten years. His SAP products received coverage from BBC, CNN, CCTV and AP.
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