



Driving Forces – How Needs of Tomorrow Influence Technologies of Today

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For example, the mobility needs of modern societies, cities and users are different from the past. Consequently, the dynamic changes of the automotive industry trigger both challenges and opportunities. The presentation will discuss these trends and plausible future scenarios. In order to facilitate these positive changes, Merck recognized the potential of between users and devices / vehicles, key industry players have acknowledged its significant role in attaining user's satisfaction. The presentation will outline several initiatives driving technology developments to fulfill the emerging needs.

Biography

Education: Ph.D. in metallo-organic Chemistry, Julius-Maximilians University of Wurzburg.

Experience: More than 30 years with Merck in different management positions. Since 2004 responsible as Senior Vice President for Marketing & Sales for Display Materials of Merck.

Awards/Honors/Patents/Publications:

About 30 publications and lectures in industry related magazines, and conferences.

Winner of the Germany Innovation Award 2015 for a new high transmittance, energy saving, LC- technology, also winner of Meyer – Galow price 2014 in industrial chemistry.