



## Tim Cortinovis

### AUTHOR

Keynote Speaker & Trainer

Tim Cortinovis offers answers, challenges, inspires. He brings cutting-edge technologies and businesses together to show what makes sense in your business.

### Tim Cortinovis's 2026 Biography

#### About Tim Cortinovis

Tim's talks are entertaining and you can tell that he has already captivated the audiences as a television host and novelist.

His keynotes are energizing, full of excitement, colorful stories and topical examples. Highly interactive, sometimes challenging, and grounded like a good BBC documentary. According to feedback from participants, Tim's talks are regularly given the highest rating.

Tim Cortinovis has been dealing with all these questions for almost twenty years. The enthusiasm for it was aroused immediately after his studies of German and Spanish language and literature by responsible positions in international sales and marketing, many of them in the area of IT and automation technologies. What awaits you listening to Tim Cortinovis? In any case, the latest findings on digital transformation in the field of B-to-B sales. And a sympathetic and exciting lecture. When asked why the participants are motivated, cheerful and lively afterwards, Tim Cortinovis replies: "Maybe it's because I've already worked as a television presenter and novelist. Even before my studies, I moderated a daily news program on a private television station, wrote a novel and read it as the first German-language podcast novel and published it in sequels."

He penned '*This is Marketing Automation! This is Sales Automation!*', a well-received guide on scalable growth and sales automation, initially published in the USA in 2020. Its 2021 re-release, titled '*This is Sales in the Future: How robotics and AI are changing sales in SMEs,*' further extends its impact. His latest book, '*Homo Automaticus: Embracing Our AI-Driven Evolution,*' offers a roadmap to a future brimming with possibilities. It presents AI not merely as a distant sci-fi concept but as a transformative tool shaping modern human potential. This book challenges perceptions, ignites imaginations, and lays out a blueprint for a reality built on silicon and human innovation.

#### AVAILABLE FOR

- Panel Participation
- Speaking

#### TIM'S SPEAKING THEMES

- Artificial Intelligence & Generative AI
- Business Strategy & Growth

#### LANGUAGES: English, German, Spanish

## Tim Cortinovis's 2026 talks & topics

### The AI-driven Enterprise of the Future

Target groups: Top management, entrepreneurs

Bookable as impulse presentation and as keynote speech

Possible content:

- How to use AI in your existing business models
- New business models with AI
- On the way to the "Algorithmic Enterprise"
- Impressive examples from the most successful companies worldwide
- Preconditions in your company for the use of AI
- Outlook on the near future of AI

This presentation is about the role AI plays in modern companies. The scope ranges from best practice examples of globally successful corporations to the application of artificial intelligence in medium-sized businesses. The audience will be able to classify this omnipresent hype and assess the importance of this technology for their own company.

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### Sales on autopilot

Target groups: Top management, entrepreneurs, VP Sales, sales managers, marketing managers.

You can book this talk as an inspiring talk or as a keynote. And you can book it for B2B as well as for B2C.

Possible content:

- That's possible: This is what current sales and marketing automation looks like
  - But with whom? Market overview and your way through the provider jungle
  - How to take your customers' experience to a whole new level
  - And how to inspire your employees as well
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### Digital Minds

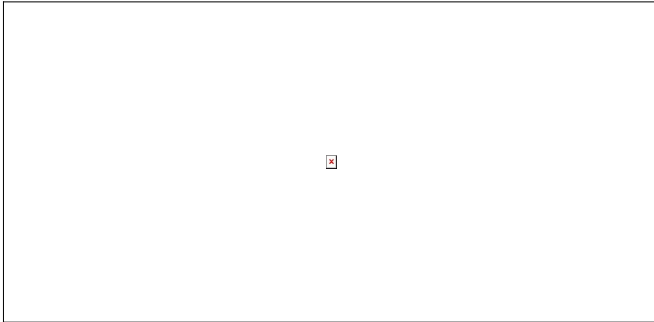
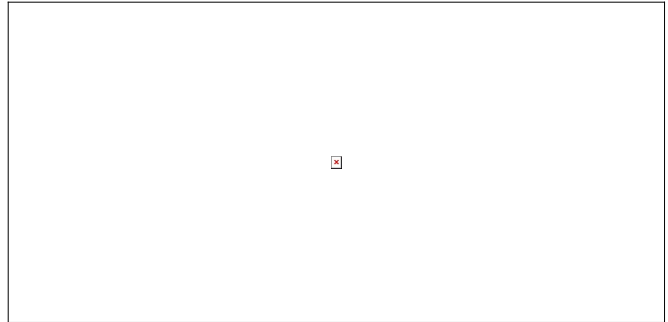
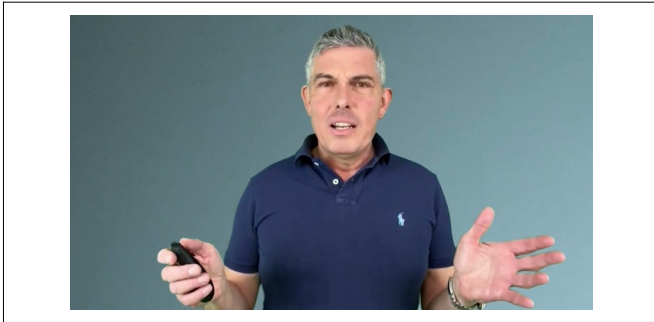
Target groups: Top management, entrepreneurs, VP Sales, sales managers, marketing managers, sales and marketing teams.

Impulse lecture, bookable for B2B and B2C

Possible content:

- Successful in a digitalized world
- Digital sales = data-driven sales?
- Which digital tools really help us? Which ones are just a distraction?
- What do customers actually want these days?
- Automated standard tasks: The turbo for more success in sales

## Tim Cortinovis's Videos



## What Tim Cortinovis's clients say

We just want to thank Tim for being our host this week at our user conference. He did a great job keeping us all engaged, keeping us up to date on what everybody was talking about, connecting dots and keeping us inspired.

**Stacey Gromlich**

*Director Global Audience Engagement, Siemens Digital Industries Software*

We are extremely thankful to you for having participated in Techfest this year. The session was greatly insightful and highly inspiring and all our team members, as well as our audience, liked it a lot.

**Yash Jain**

*Event Manager, Techfest, IIT Bombay*

We had a fabulous talk from Tim. It was engaging, it was fun, it was airy and light. The whole room was really excited by what he had to share with us.

**Jason Wesbecher**

*VP Sales and Marketing, Corel Corporation, Austin*

Oliver Leisse and Tim Cortinovis really inspired us and helped us to see what lies ahead. Through their kick-off workshop, we can plan how to actively shape the future of our division at E.ON

**Torsten Spieker**

*Head of Business Analysis & Support, E.ON SE*

He also set important impulses with us in the topic of digitalization of B2B sales!

**Christoph Bäckeraf**

*Cloud Business Developer, Arvato Systems*

I really enjoyed the presentation. It was a colorful mixture of digitalization topics, which we are all concerned about, and communication topics from the training area. The feedback we got from our partners was excellent.

**Chris Meyer**

*Partner Manager, ING*

I found the lecture highly exciting, starting from Moonshot to Customer Journey finally to Guerilla Marketing. [...] important and new approaches that can now be implemented on a daily basis.

**Karl-Heinz Fuchs**

*Sales Manager, Quadiant Switzerland AG*

I found it exciting and that's why I think it's interesting that everyone is developing interest in the topic [digitization in sales] and also listening to a presentation from you on this.

**Peter Ring**

*VSV SIGNAL IDUNA Gruppe e.V*

Thank you very much for an exciting and very entertaining presentation. Our participants were thrilled by the insights into the very latest trends in digitalization in sales. I wish many more event participants the pleasure of hearing you speak!

**Dr. Tilman Welther**

*Publisher, Fondszeitung*

What do the current trend topics of automation, artificial intelligence and digitization actually mean for B2B sales? Tim Cortinovis recently made this clear to one of our customers (a Hamburg-based trading company that trades in production machinery to East Asia) in a very inspiring keynote speech. He impressively showed how sales processes are becoming more and more digitalized and optimized by the triad of ERP, CRM and PIM, and what influence AI and voice assistants have on customer communication. His presentation was one of the reasons why the customer further commissioned us to jointly identify and evaluate digital opportunities.

**Jens Reinhard**

*Managing Director, RelevantFirst GmbH*

With his expertise in the field of sales automation, Tim Cortinovis has provided our marketing and sales target group with many new impulses, food for thought, and valuable tips in his webinars over the past few years. Always with his finger on the pulse, he cleverly picks up on trends and conveys practical implementational approaches. In our collaboration, I particularly appreciate the reliability, the open and creative exchange and his ability to prepare complex content in an exciting way and to convey it (visually and linguistically) in an appealing way. I can highly recommend Tim as a speaker and partner and look forward to many more projects with him!

**Julia Lehwald**

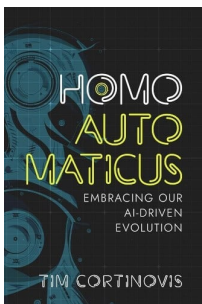
*Corporate Marketing Manager EMEA, LogMeln Germany GmbH (formerly Citrix)*

The presentation of Tim Cortinovis gave a refreshing impulse to more customer orientation in sales with... and it was very entertaining.

**Stefan Holler**

*Head of Marketing, WALDNER Laboreinrichtungen GmbH & Co. KG*

## TIM'S LATEST BOOKS



**Homo Automaticus: Embracing Our AI-Driven Evolution**



**This is Marketing Automation!  
This is Sales Automation!: A Compact Guide to Putting Sales on Autopilot for SME**