

Hanna Huber

Senior Vice President Technology



Dr. Hanna Huber is 44 and specialised in technology strategy and the development and professionalization of tech organizations.

In her 20-year career, her last position was Chief Information & Digital Officer of the Swiss Calida Group. Prior to that – as Group Vice President Technology Strategy – she drove the further development of the Otto Group towards a fully digitalized retail and service corporation. Before that, she held several tech leadership positions at Zalando – lastly responsible to operationalize Zalando’s technology strategy. Before that, she was COO of a Berlin-based Social Media consultancy.

Dr. Hanna Huber started her career during the New Economy in multimedia agencies, studied Electronic Business at the UdK Berlin, and for her doctorate thesis at the Freie Universität Berlin, she modeled the societal spread of innovations with computer simulation.