



GAWBL-Summit 2018

German-Arab Women Business Leaders

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Ines Gensinger

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Ines Gensinger is a team player. As Head of Business and Consumer Communication at Microsoft, she leads a 15-member team at Microsoft, the development of which is a constant source of personal motivation and inspiration. Ines Gensinger and her team are responsible for corporate, business customer and end user communication at Microsoft Germany. She is leading the programme of digitisation for all - and knows that digital change begins with the participation of all. For her, the most important investment in digital transformation is the investment in employees and the role of digital leader. She is one of the pioneers in the discussion on digital leadership and has built up a strong network of stakeholders from business, society and science.