

Everything for your event team.

A short bio in two lengths, five signature topics and portraits — ready to forward.



SHORT BIO

Holger von Ellerts is an AI lecturer at six Swiss educational institutions (including HSLU and FHNW), CEO of digital nalu GmbH and digital opua GmbH, and founder of the open-source infrastructure Nexbid. His principle: “I teach what I build.”

LONG BIO

Holger von Ellerts combines teaching and entrepreneurship: he has taught at Swiss universities since 2017 — today Artificial Intelligence, Data and Digital Marketing at six educational institutions, including HSLU and FHNW; at WBZ Kanton Luzern he heads the Artificial Intelligence programme. As CEO of digital nalu GmbH he advises Swiss brands such as Coop, Rivella and Flughafen Zürich on data-driven marketing; with digital opua GmbH he builds his own AI products, among them Nexbid, an MIT-licensed open-source infrastructure for Agentic Commerce. With roles at Coop, NZZ, audienzz and MediaMarkt, he knows the corporate, publishing and ad-sales worlds from the inside. In 2015, the ad-sales business he co-led was named “Best Online Advertising Provider” (d.core).

FIVE SIGNATURE TOPICS

AI in marketing — data-driven, not a buzzword

Marketing-Mix-Modeling, attribution and AI workflows that put budget decisions on a factual footing — with real cases from projects for Swiss brands such as Coop, Rivella and Flughafen Zürich.

Keynote 30–60 min · half-day workshop

AI skills that reach the workplace on Monday

Prompts, workflows, governance: how teams bring generative AI responsibly into their daily work — in line with the Swiss Federal Act on Data Protection (FADP), the EU GDPR and the EU AI Act. From the practice of the AI programme at WBZ Kanton Luzern.

Keynote · half-day to multi-day workshop

From idea to AI product

RAG systems, productization, open source: what worked when building my own AI products — and what I discarded. Honest workshop reports instead of success folklore.

Keynote 30–45 min · workshop

The next customers are machines

AI agents are taking over search, comparison and the buying decision. When machines shop, protocols decide instead of ad budgets: open, platform-neutral standards such as AdCP versus the platform-bound standards from OpenAI (ACP) and Google (UCP).

Keynote 30–60 min · panel

AI in education — initial training, and above all continuing education

What AI does to teaching, assessment and curricula — and what institutions have to decide now: data protection begins in the prompt, how to handle AI-written coursework, competences instead of tool training. Drawn from practice at six educational institutions, including heading the Artificial Intelligence programme at WBZ Kanton Luzern.

Keynote 30–60 min · faculty workshop · programme development

TEACHING AT

HSLU (since 2017) · FHNW (since 2019) · HFLU (since 2022) · WBZ Kanton Luzern (since 2025) · KBZ Zug (since 2025) · SIMAKOM (since 2026)

PROJECTS FOR

Coop · Betty Bossi · Flughafen Zürich · Rivella · SOS-Kinderdorf · Hine Engineering

AWARDS

Best Online Advertising Provider 2015 (d.core) · 2× nominated Digital Marketer of the Year

Booking enquiries & questions

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