

Dr. Kai Matthiesen



Markets are conversations.
(The Cluetrain Manifesto)

Vita

Dr. Kai Matthiesen (b. 1967) is a business executive and expert in business ethics. He joined Metaplan in 2001 and is now managing partner. He previously held positions at Bertelsmann in France and worked in family-owned businesses and the new economy, ultimately as CEO of AltaVista Deutschland. Primarily, he advises executive committees on questions of strategy and organizational development. He focuses predominantly on the media, brand-name companies, professional services firms, and family-owned businesses. Additionally, he teaches at the Hamburg School of Business Administration and the University of St. Gallen.

Personal interests

Kai grew up in Schleswig-Holstein. The family business was also key to nourishing his interest in entrepreneurial activities. He left to discover the world and become a “Königlicher Kaufmann” (an honorable merchant). Today he lives in Hamburg with his wife and two daughters.

Working languages

German, English, French, Italian

Focus areas

- Media
- Consumer and luxury goods
- Energy
- Family businesses

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