



18th European Computer Science Summit

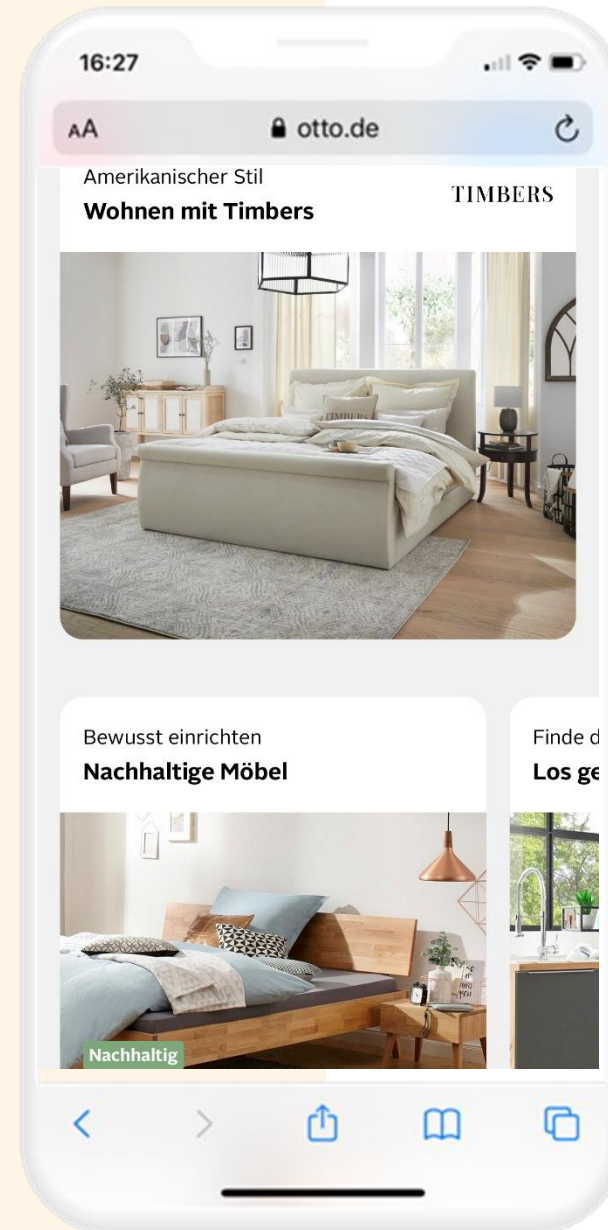
How to: Digital Literacy and Competence in our Society

Workforce for the Digital Transformation

Dr. Michael Müller-Wünsch, Board Member Technology (CIO)
Hamburg, October, 25th 2022

About OTTO

- Germany's largest online platform for **Home & Living**
- **~7 Mrd. Euro** Revenue (GMV) Fiscal Year 21/22
- **6.200** Employees
- over **1.000 internal tech engineers and computer scientists** whereabout 100 are working in the domain of artificial intelligence
- More than **10 Mio. items** from 7.000 brands



OTTO

My Tech Challenge

„In our team we develop the best eCommerce search for the German speaking audience and consumer base.“



Andrea Schütt,
Data Scientist

My Tech Challenge

„We optimize personalized product recommendations.“

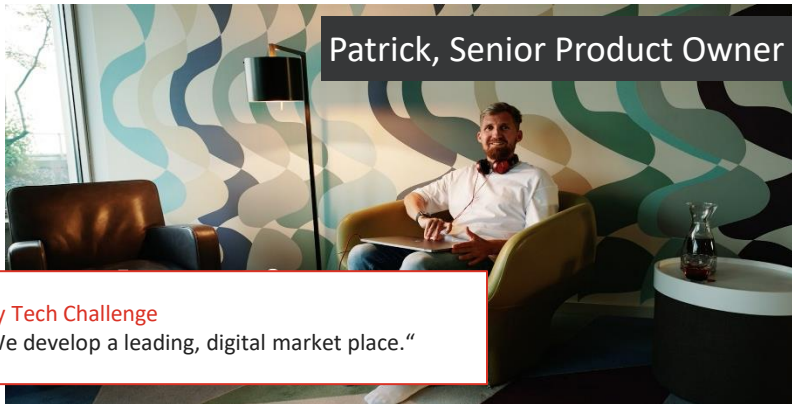


Philipp, Senior Data Scientist

Patrick, Senior Product Owner

My Tech Challenge

„We develop a leading, digital market place.“



OTTO

A people company.
Driven by technology.



Johanna, Head of Technical Product Development

OTTO | JOBS A people company.
Driven by technology.

Schule? Check!
Next: IT-Ausbildung.

Alina, Auszubildende E-Commerce



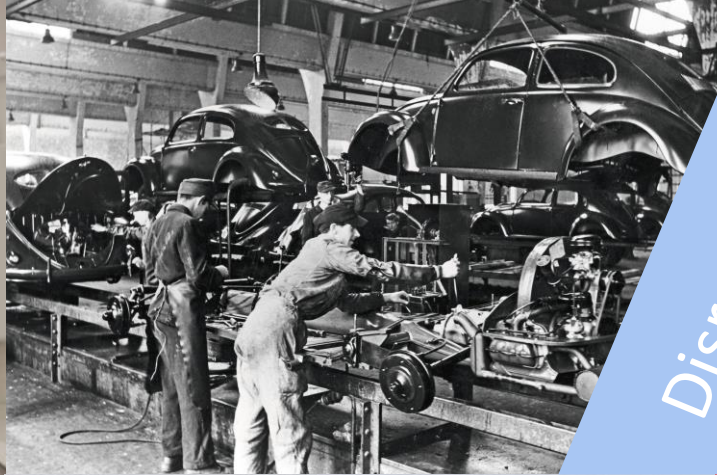
My Tech-Challenge

„We develop an intelligent supply chain control tower.“

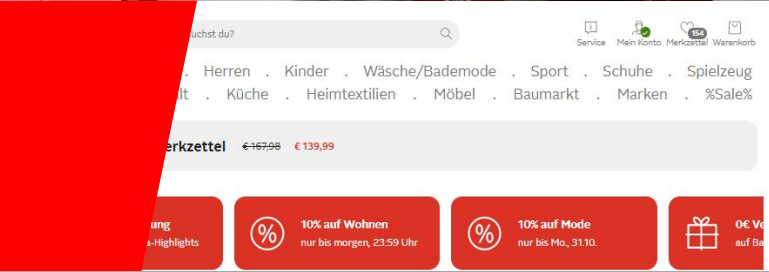
Rosalie, Domain Lead BI
Logistics Management



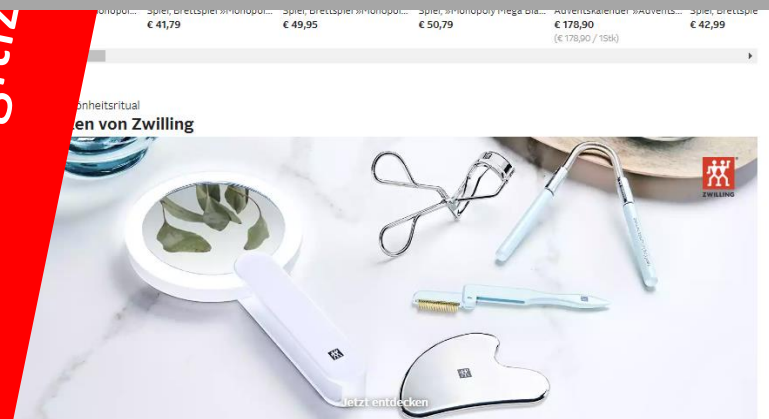
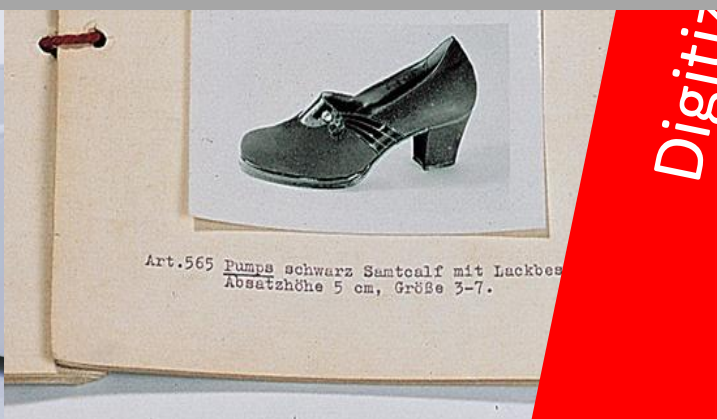
Innovati



Disruption



Digital Capacities everywhere



Digitiz

OTTO entdecken
Technik & Wohnen

Germany (2022)

Students: ~2,9 Mio
thereof Computer Science: ~250 T

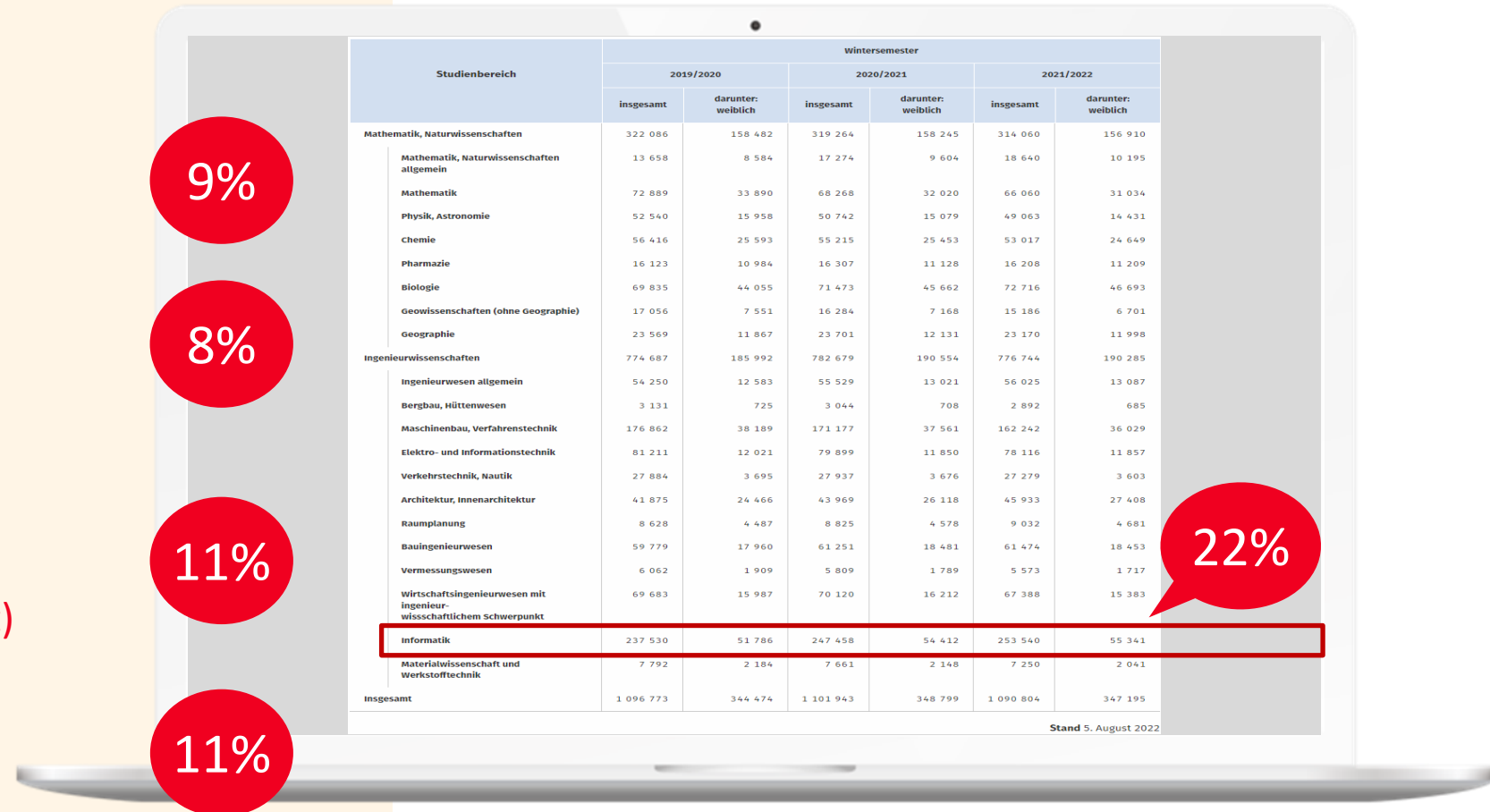
Apprentices: ~530 T
thereof Computer Specialists: ~40 T

German Labor Force: ~45,5 Mio
thereof Tech Industry: ~1,1 Mio
thereof Other Industry: 2 Mio (own est)

Open job offerings: ~870 T
thereof 96.000 in TECH

~63 Bill registred workings hours/year

Quellen: destatis, statista, bund.de, BITKOM

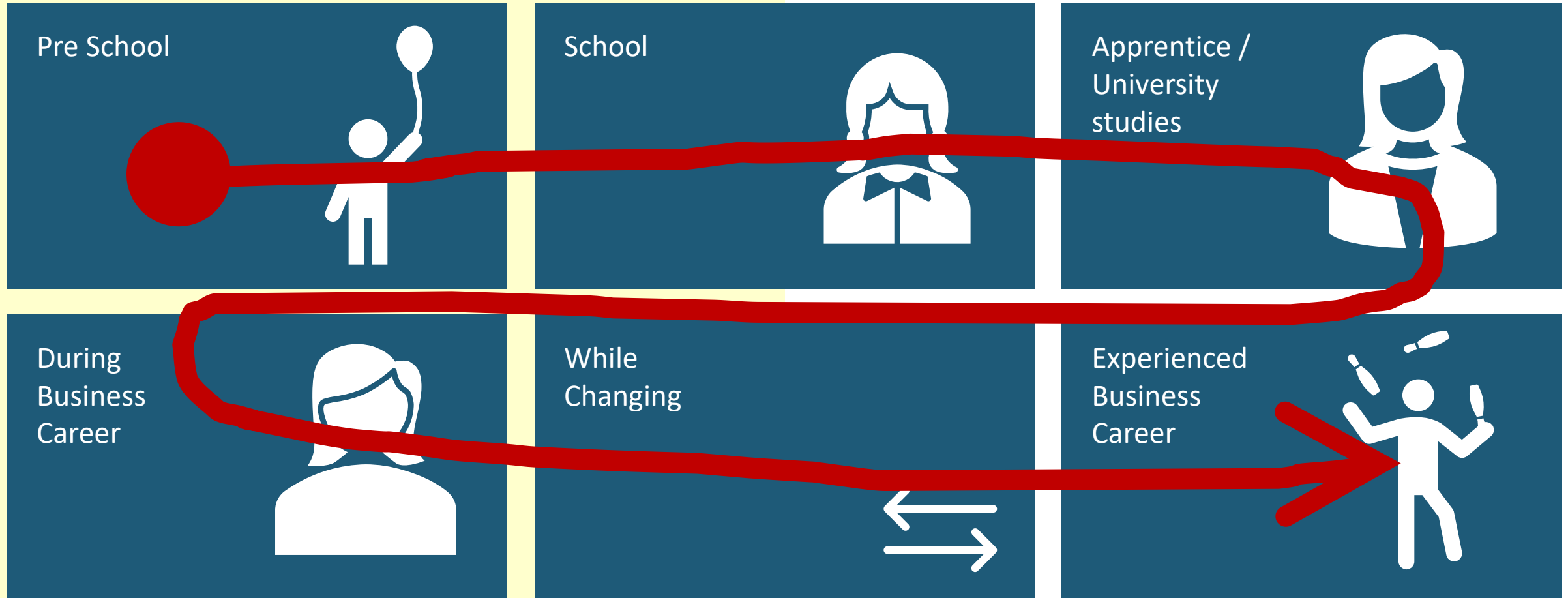




We can expect until 2030...

1. An increase by 1,5% of the working hours volume
2. A loss by 14,5% of the work force capacities
3. An increase by 5% of the digitization demand

What is needed? Life-long learning



Digital Literacy by



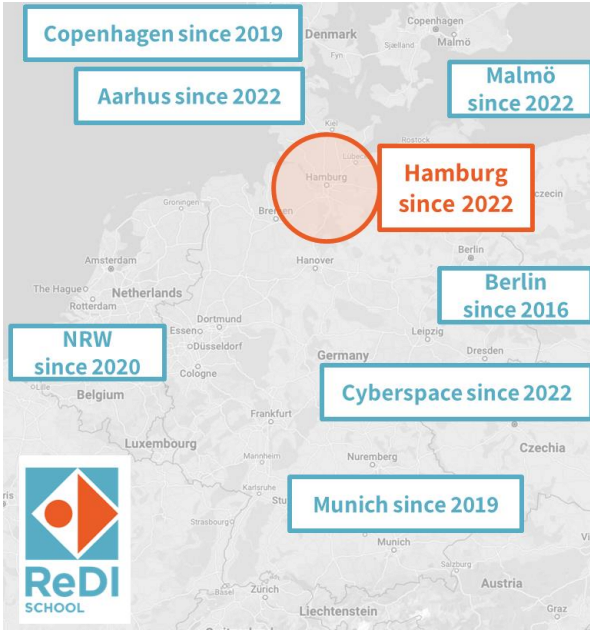
Are You ReDI?

#TechTalentsOfTomorrow

A very different approach



Our aim is to provide our students with valuable digital skills and a strong network of tech leaders, students and alumni to help create new opportunities for all.



ReDI @ Hamburg started in spring 2022, today we have...

74 students
(fall semester 2022)

25 nationalities

58% women

78% refugees
(100% migrants)

24 volunteers
(teachers)

<https://www.redi-school.org/>





Thank You

Let's stay in touch

 Dr. Michael Müller-Wünsch

 muewue@otto.de

OTTO