

MSQ DX Executive Lounge 2026
Keynote

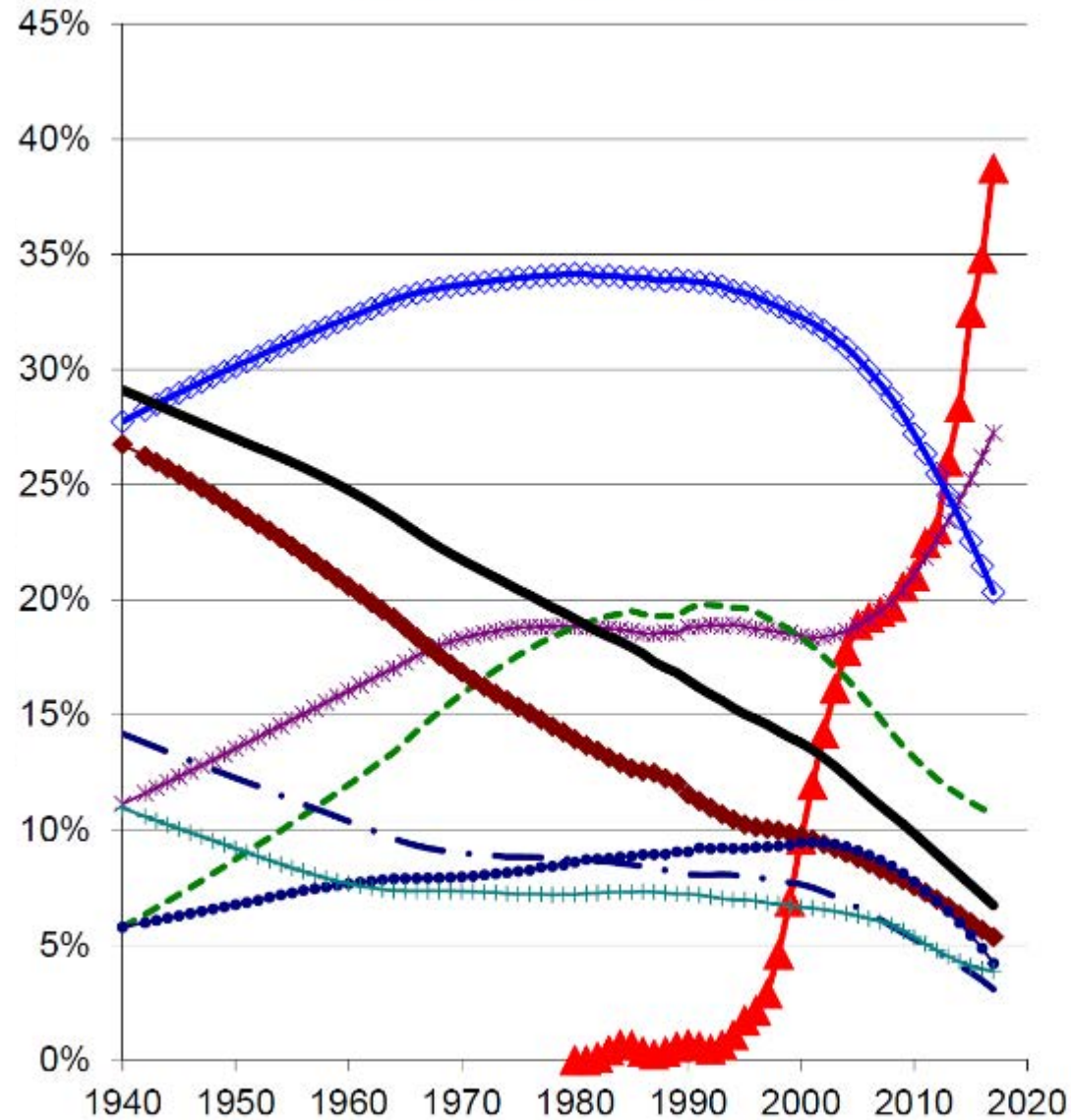
msqdx

Markenerlebnis im Zeitalter der KI-Agenten – was sich fundamental verändert

Prof. Dr. Christian Stummeyer

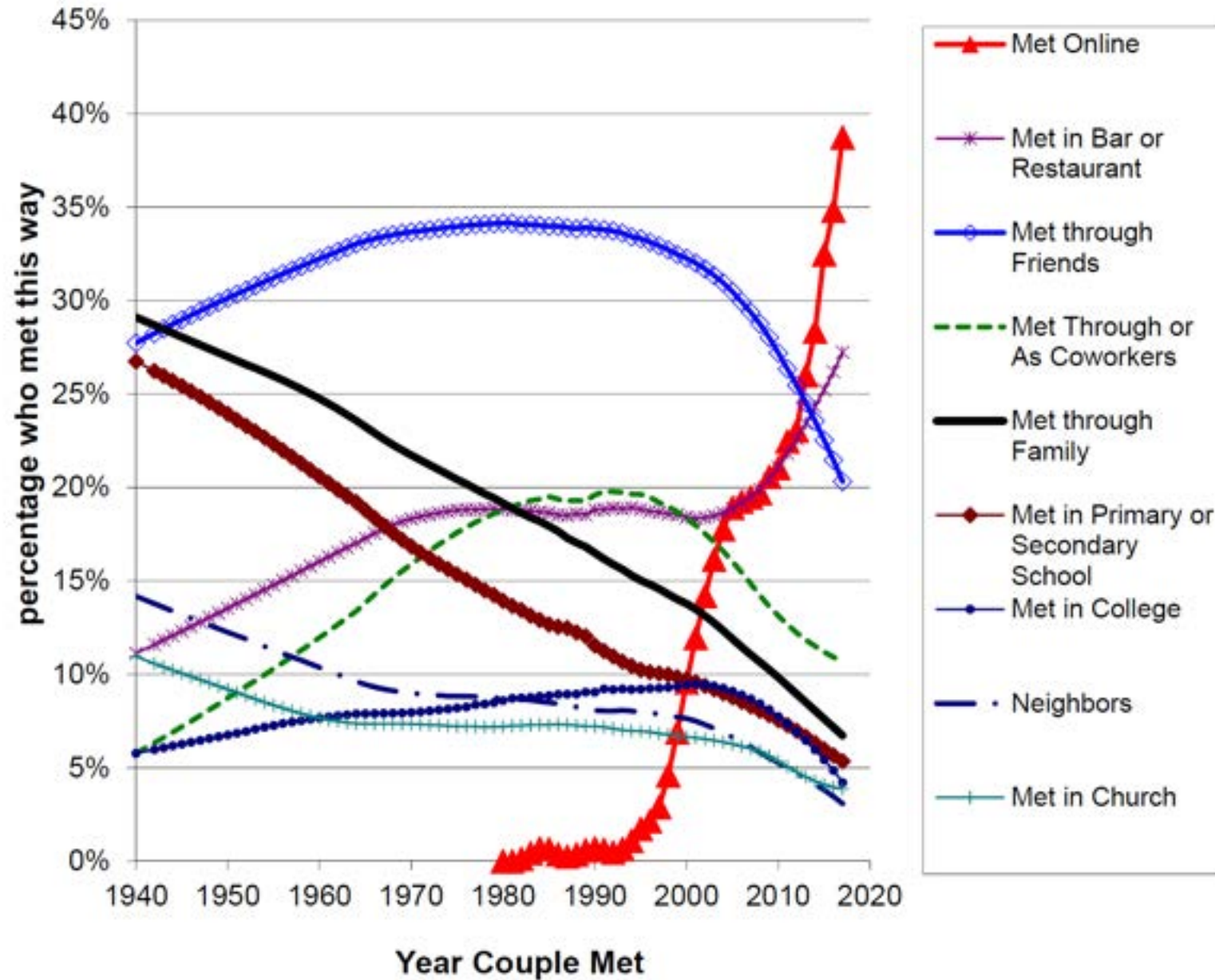
IPAI Campus Heilbronn, 11. Juni 2026



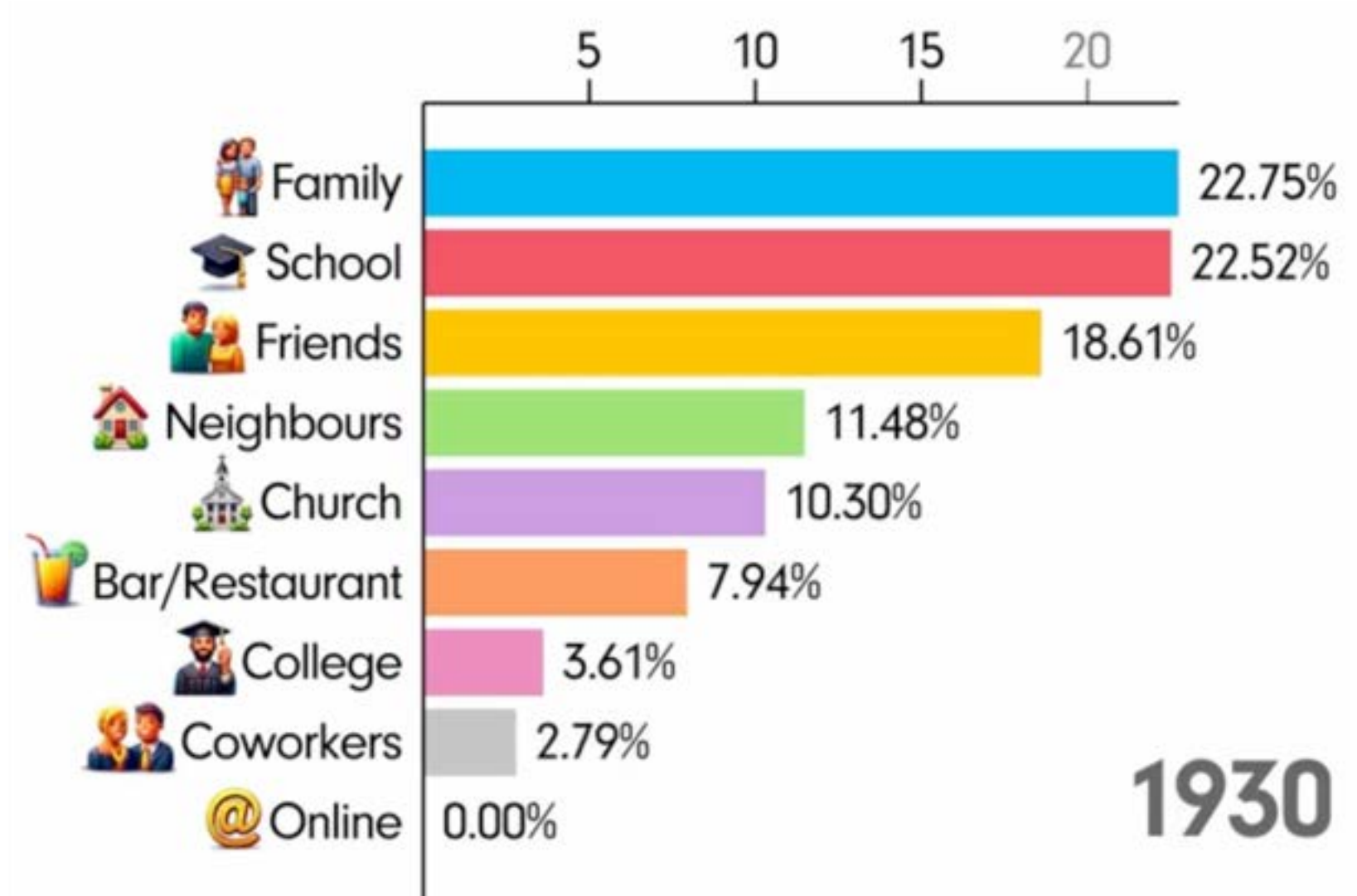


Welcher
**gesellschaftliche
Wandel**
wird in dieser Studie
untersucht?

Wie sich Ehepaare kennengelernt haben



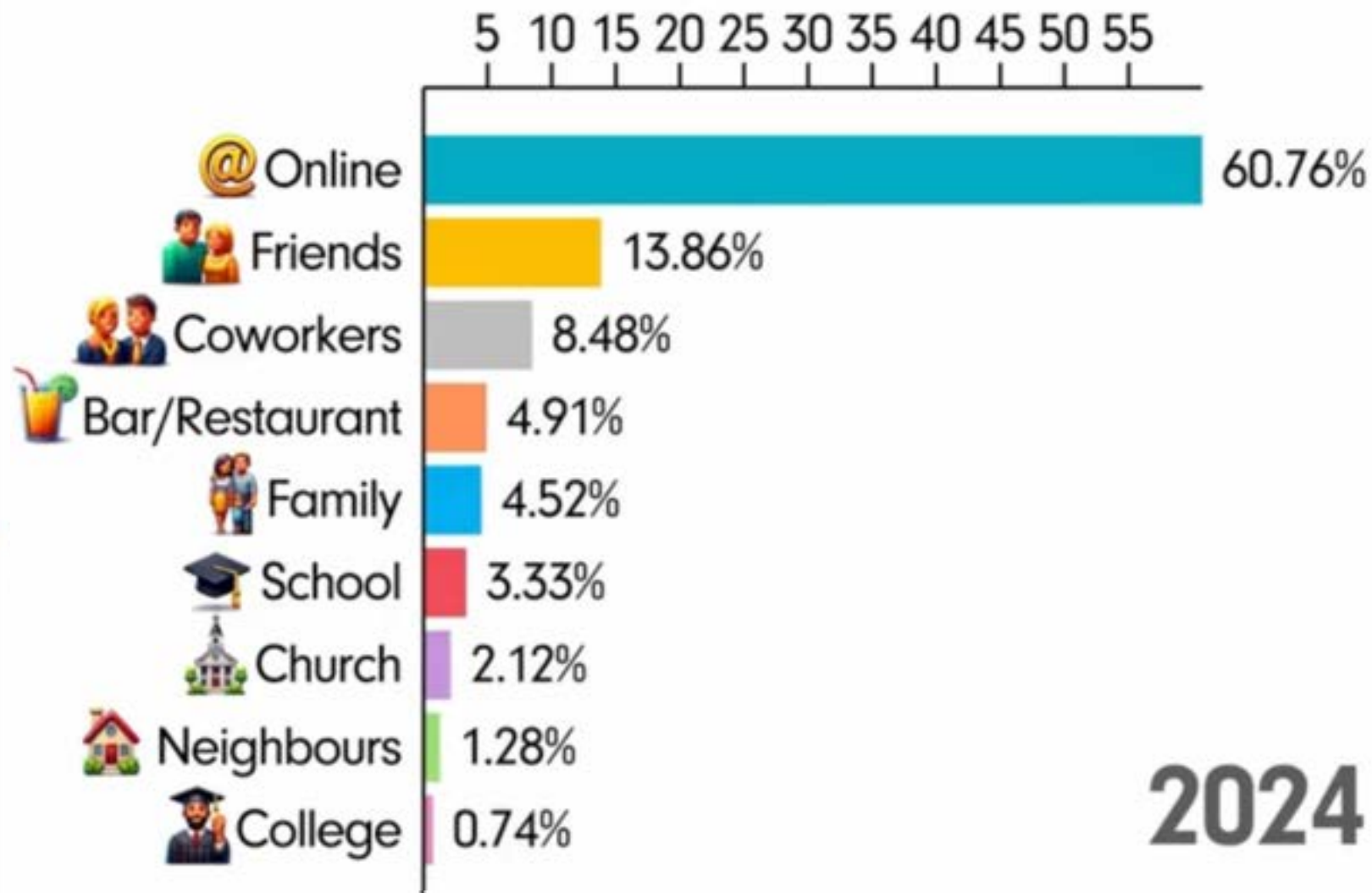
Wie sich Ehepaare kennengelernt haben



Videoanimation: www.linkedin.com/in/jameseagle/

Datenquelle: Data is Beautiful, Rosenfeld, Michael J., Reuben J. Thomas, and Sonia Hausen. 2023. How Couples Meet and Stay Together 2017-2020-2022 combined dataset. Stanford, CA: Stanford University Libraries.

Wie sich Ehepaare kennengelernt haben



2024

Videoanimation: www.linkedin.com/in/jameseagle/

Datenquelle: Data is Beautiful, Rosenfeld, Michael J., Reuben J. Thomas, and Sonia Hausen. 2023. How Couples Meet and Stay Together 2017-2020-2022 combined dataset. Stanford, CA: Stanford University Libraries.



2022

heute

Zeitalter der Generativen KI

LLMs/Gemini & Co.



1



GOOGLE BARD

Google Bard is an AI chatbot developed by Google, capable of performing a variety of tasks from planning events to coding, and is designed to provide conversational, human-like responses with multimodal functionality. Includes access to Google Search.

2



ChatGPT

OPENAI GPT-3.5/4/5

ChatGPT, developed by OpenAI, is a large language model that uses machine learning to generate human-like text. The latest iteration, GPT-4, boasts a larger model size and superior training data, making it a powerful tool for various applications, including drafting emails and writing code.

3



LLAMA 2/3

LLaMa 2 is an open-source, second-generation large language model developed by Meta, designed to generate coherent and natural-sounding outputs for various applications including chatbots, language generation, and AI-powered tools.

Seit Herbst 2024 können die Sprachmodelle auch Reasoning, also logisches Schlussfolgern

September 12, 2024

Introducing OpenAI o1-preview

A new series of reasoning models for solving hard problems. Available now.

Update on September 17, 2024: Rate limits are now 50 queries per week for o1-preview and 50 queries per day for o1-mini.

We've developed a new series of AI models designed to spend more time thinking before they respond. They can reason through complex tasks and solve harder problems than previous models in science, coding, and math.

Today, we are releasing the first of this series in ChatGPT and our API. This is a preview and we expect regular updates and improvements. Alongside this release, we're also including evaluations for the next update, currently in development.

How it works

MediaDailyNews

Google Releases AI Reasoning Model

by Laurie Sullivan , December 19, 2024

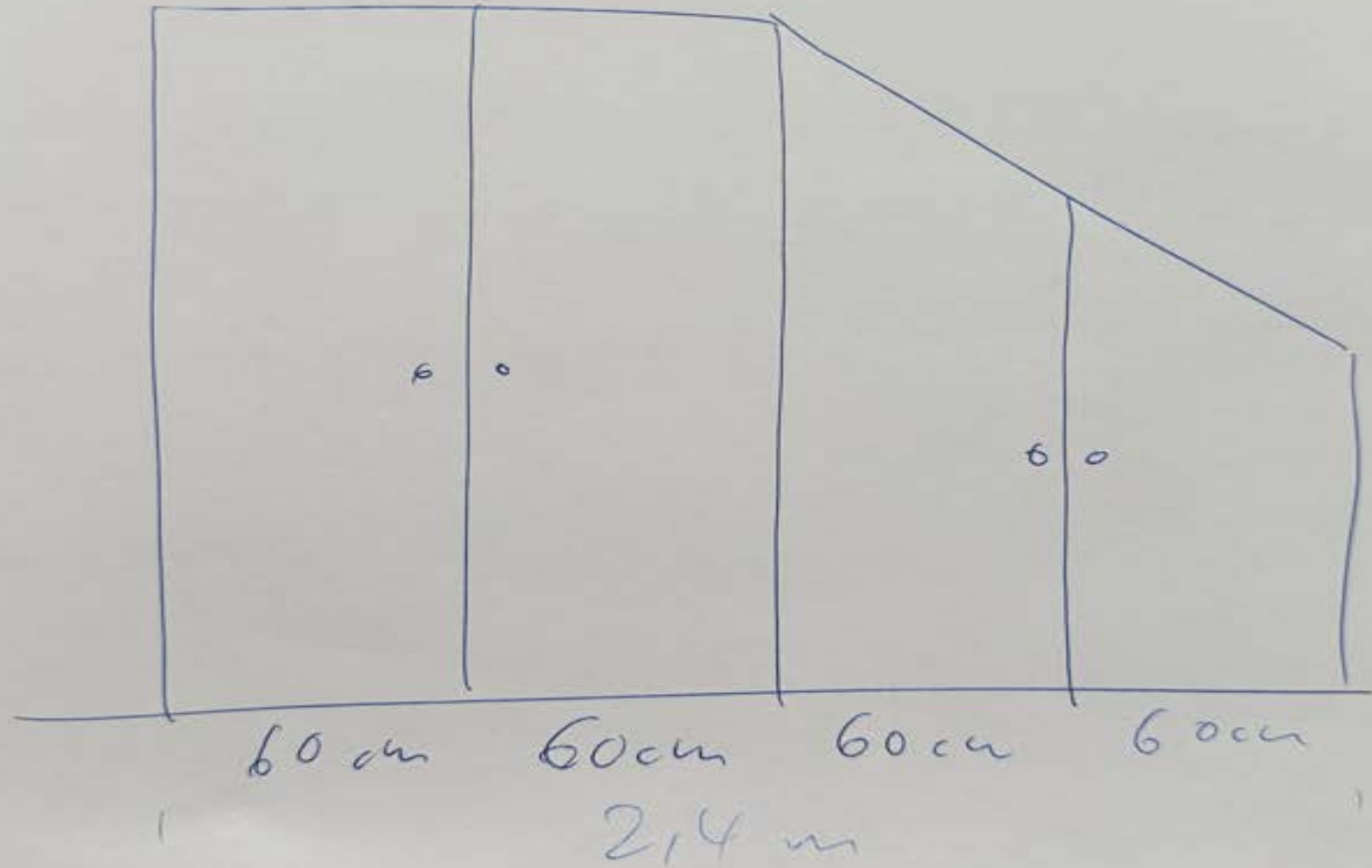


Please provide a blurb explaining why Gemini Flash 2.0 Thinking is an important breakthrough in AI reasoning.



Gemini Flash 2.0 Thinking is a significant leap in AI reasoning because it moves beyond simply providing answers to demonstrating *how* it arrives at those answers. By explicitly outlining its thought process, Gemini Flash 2.0 enables greater transparency, allowing users to understand the logic behind its conclusions. This breakthrough fosters trust, facilitates debugging and improvement, and paves the way for more sophisticated problem-solving in complex domains.

2,5 m



1,2 m



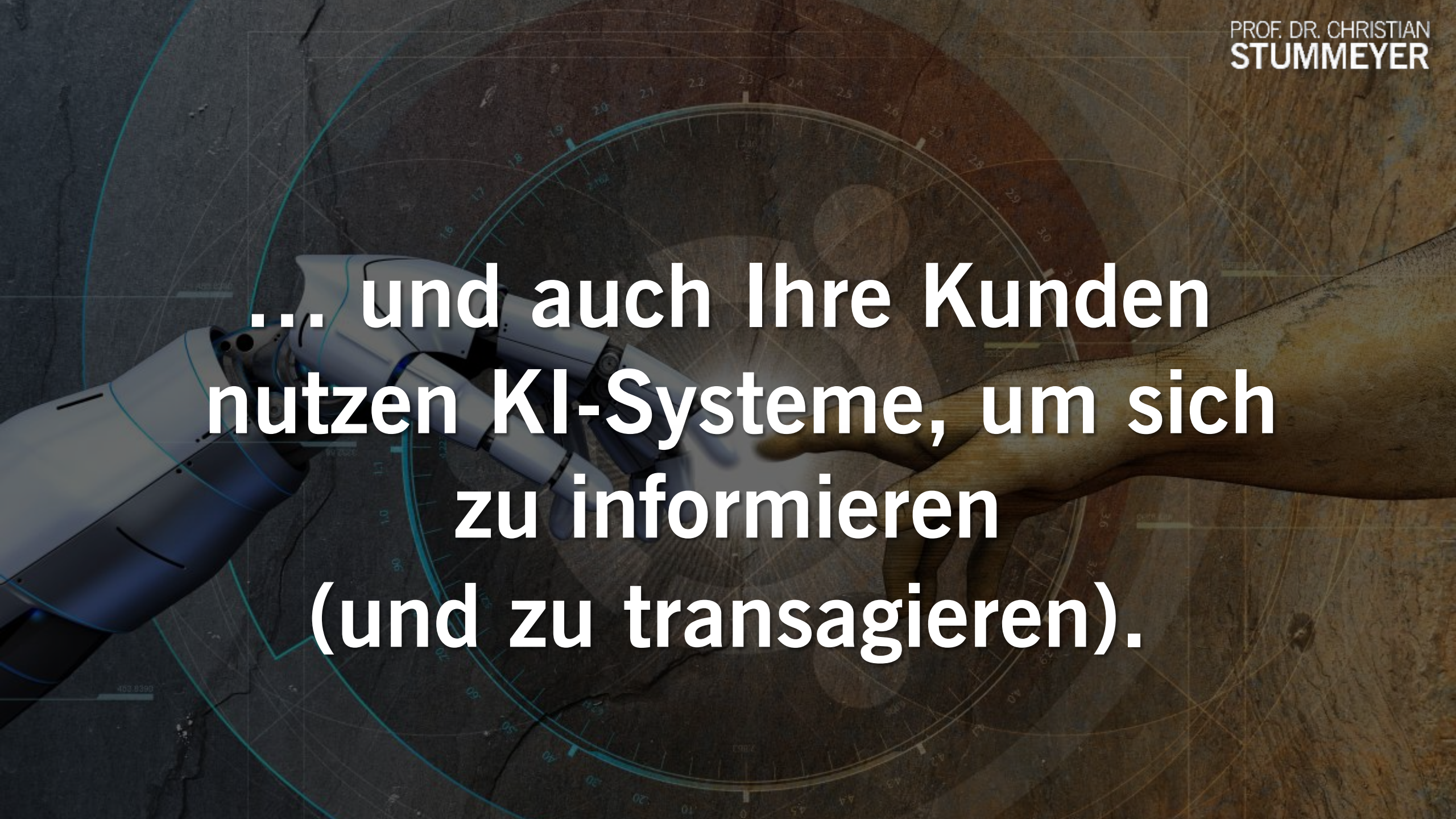
Einfach fragen, Christian!



Wie groß ist die Schrankfront in qm?=
+

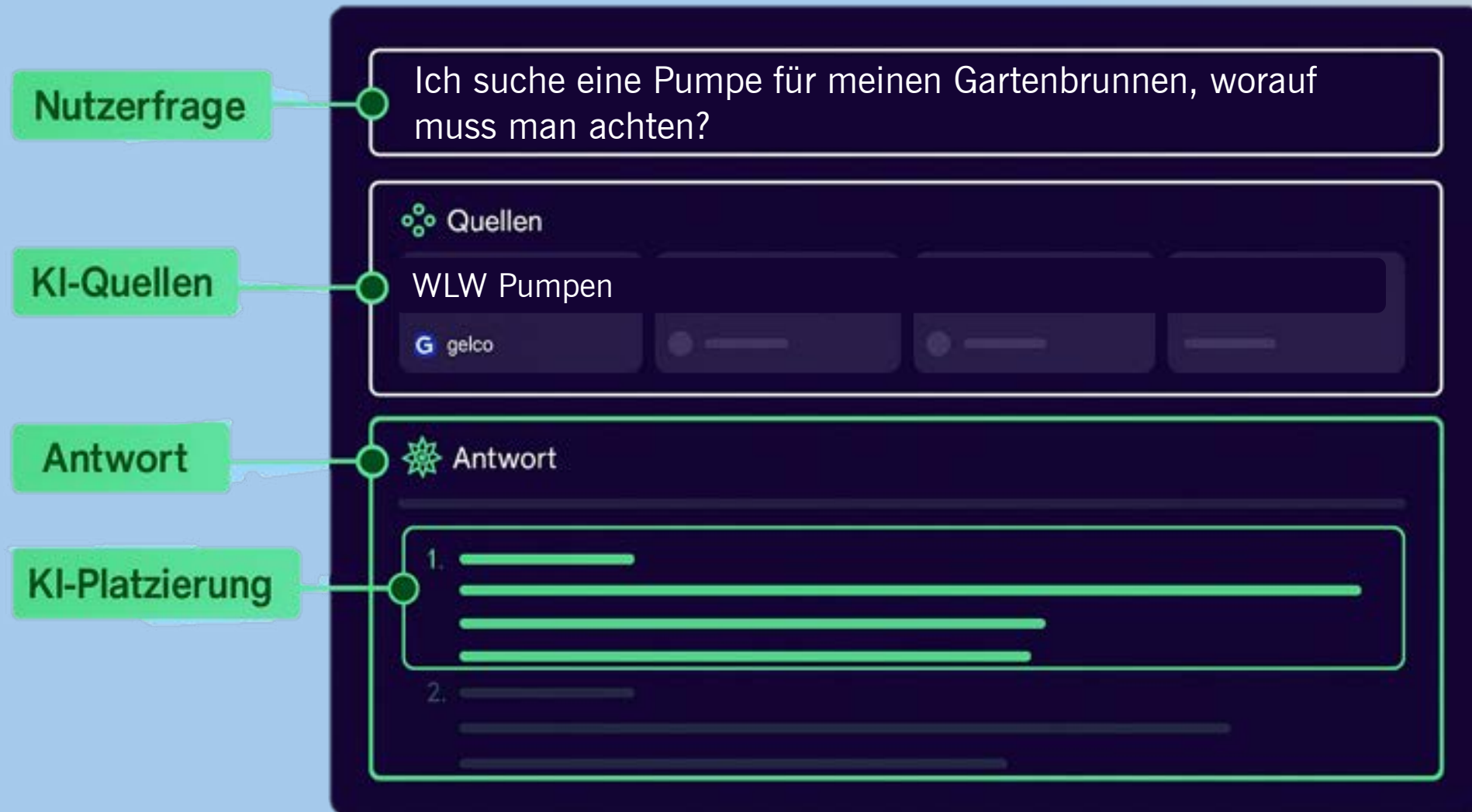
Flash



The background image features a robotic hand in blue and grey shaking a human hand. Behind them is a large, circular, semi-transparent chart with various numerical scales and grid lines, resembling a technical or scientific diagram. The overall color palette is dark and industrial.

**... und auch Ihre Kunden
nutzen KI-Systeme, um sich
zu informieren
(und zu transagieren).**

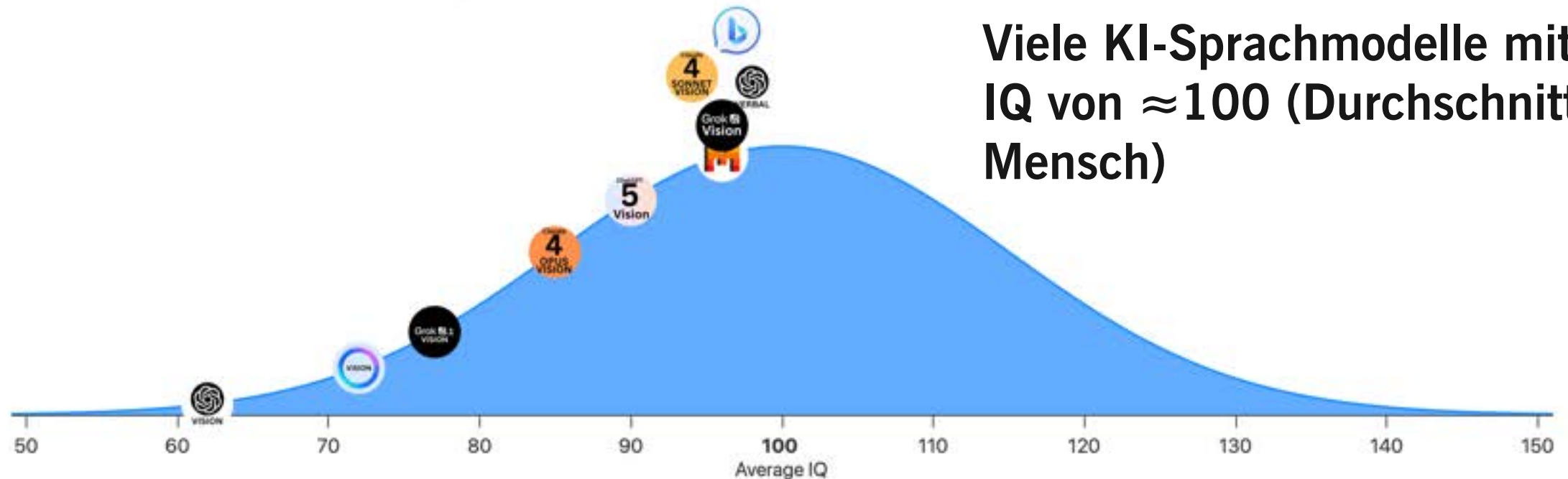
Generative Engine Optimization (GEO)



SEO vs. GEO

	SEO Search Engine Optimization	GEO Generative Engine Optimization
Aufbau der Suchanfragen	Keywords wie „Pumpe für Gartenbrunnen“	Konversationelle Anfragen wie „Ich suche eine Pumpe für meinen Gartenbrunnen, worauf muss man achten?“
Angezeigte Informationen	Relevante Informationen dem User anzeigen, damit er diese auswählen und erkunden kann	Direkte Antworten liefern, Kurzübersicht über die Informationen
Was führt zu den Ergebnissen?	▪ Rankingfaktoren wie Relevanz, Backlinks, Keywords, etc. ▪ Basiert auf der Userinteraktion mit eigener Seite (User-Signals)	▪ Markennennungen, Keywords, Informationsrelevanz, FAQs ▪ Gut strukturierte Seiten für AI- Bot Crawling

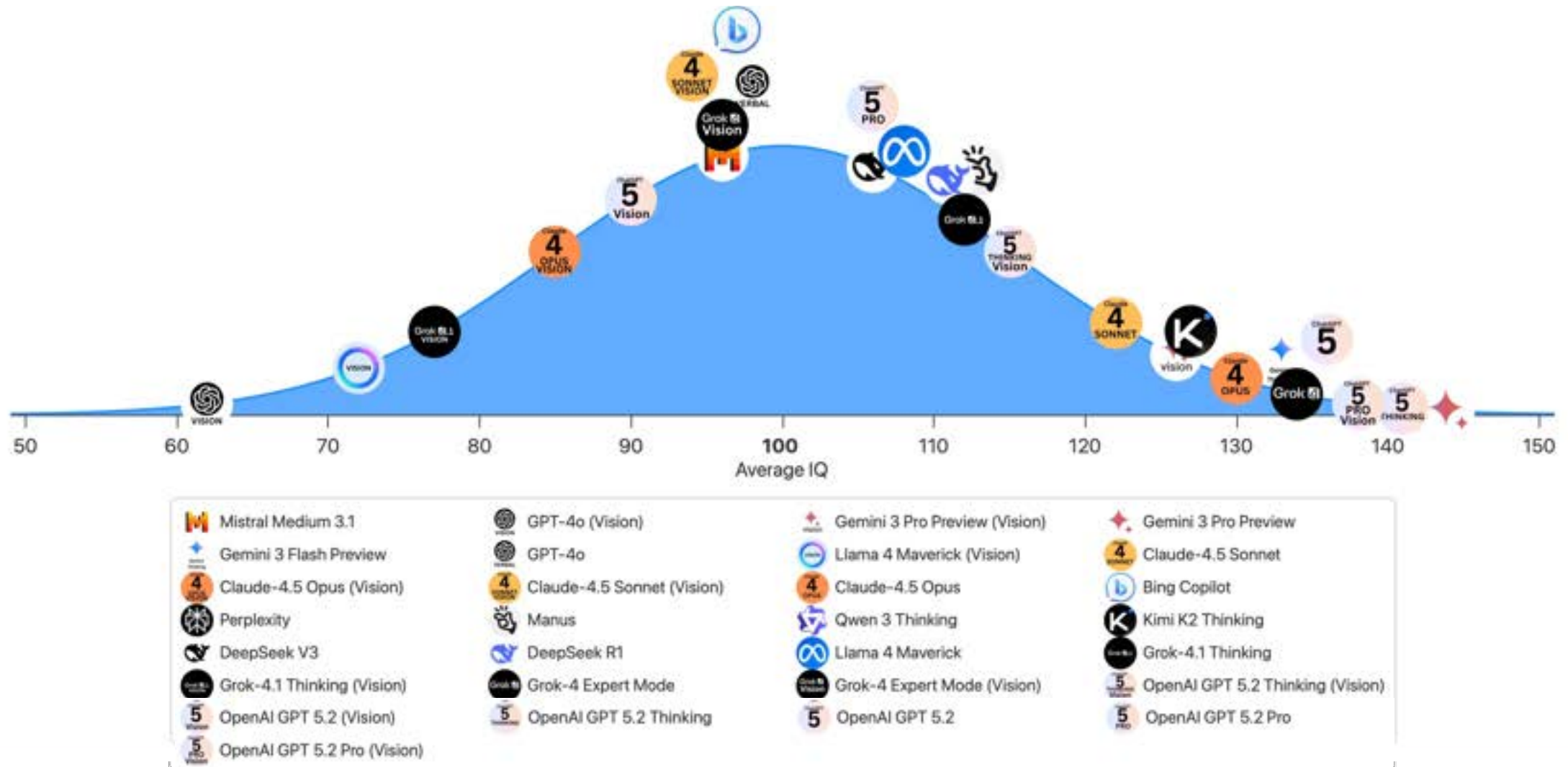
IQ-Werte verschiedener Sprachmodelle (LLMs) im Testverfahren von Mensa Norwegen



Mistral Medium 3.1	GPT-4o (Vision)	Gemini 3 Pro Preview (Vision)	Gemini 3 Pro Preview
Gemini 3 Flash Preview	GPT-4o	Llama 4 Maverick (Vision)	Claude-4.5 Sonnet
Claude-4.5 Opus (Vision)	Claude-4.5 Sonnet (Vision)	Claude-4.5 Opus	Bing Copilot
Perplexity	Mensa	Qwen 3 Thinking	Kimi K2 Thinking
DeepSeek V3	DeepSeek R1	Llama 4 Maverick	Grok-4.1 Thinking
Grok-4.1 Thinking (Vision)	Grok-4 Expert Mode	Grok-4 Expert Mode (Vision)	OpenAI GPT-5.2 Thinking (Vision)

▲ 1/2 ▼

Top-Modelle erreichen 130 bis 144 IQ-Punkte im IQ-Testverfahren von Mensa Norwegen



AI Progress

Tracking the continued advancement of AI, and the position of each of the leading AI companies.

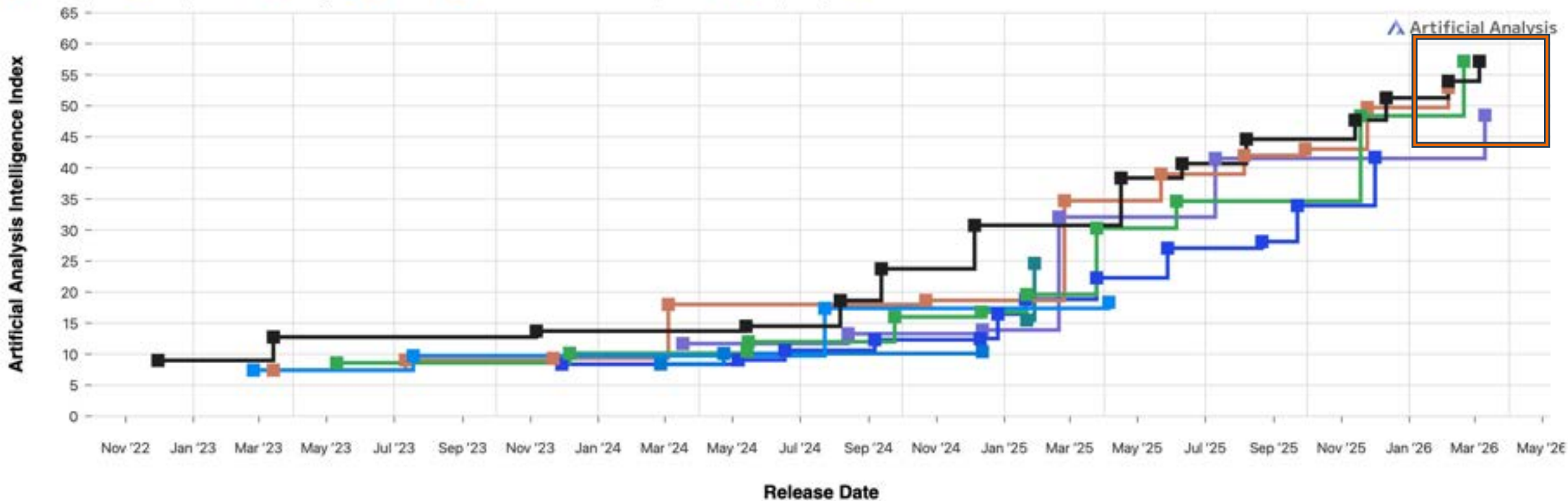
Frontier Language Model Intelligence, Over Time

Artificial Analysis Intelligence Index v4.0 incorporates 10 evaluations: GDPval-AA, τ^2 -Bench Telecom, Terminal-Bench Hard, SciCode, AA-LCR, AA-Omniscience, IFBench, Humanity's Last Exam, GPQA Diamond, CritPt

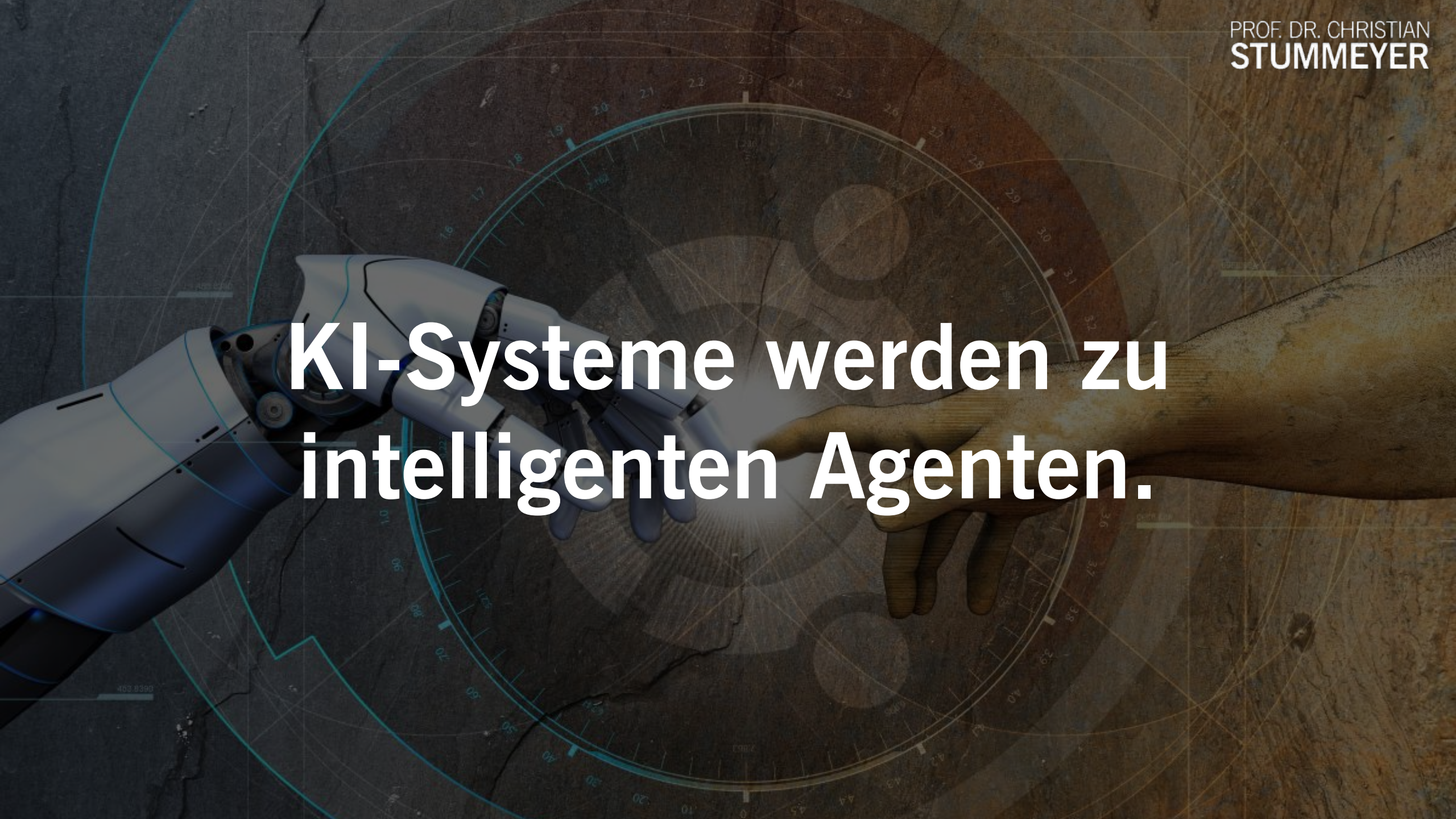
Anthropic DeepSeek Google Meta Microsoft Azure OpenAI Perplexity xAI



8 of 47 model creators



Reasoning models are indicated by a lightbulb icon.



**KI-Systeme werden zu
intelligenten Agenten.**

Flexible AI workflow automation for technical teams

Build with the precision of code or the speed of drag-n-drop. Host with on-prem control or in-the-cloud convenience. n8n gives you more freedom to implement multi-step AI agents and integrate apps than any other tool.

Get started for free

Talk to sales



IT Ops can

⚡ On-board new employees

Sec Ops can

⚡ Enrich security incident tickets

Dev Ops can

⚡ Convert natural language into API calls

Sales can

⚡ Generate customer insights from reviews

You can

▶ Watch this video to hear our pitch



n8n

+

Overview

Personal

Projects

My project

Admin Panel

Templates

Variables

Insights

Help

What's New

Christian Stum...

PersonalMy workflow

+ Add tag

Inactive

Share

Save

Star140,357

Editor

Executions

Evaluations



Email Trigger (IMAP)



AI Agent

Chat Model*

Memory

Tool

Model

+

+



OpenAI Chat Model



Send email

Send and Wait for Response

+







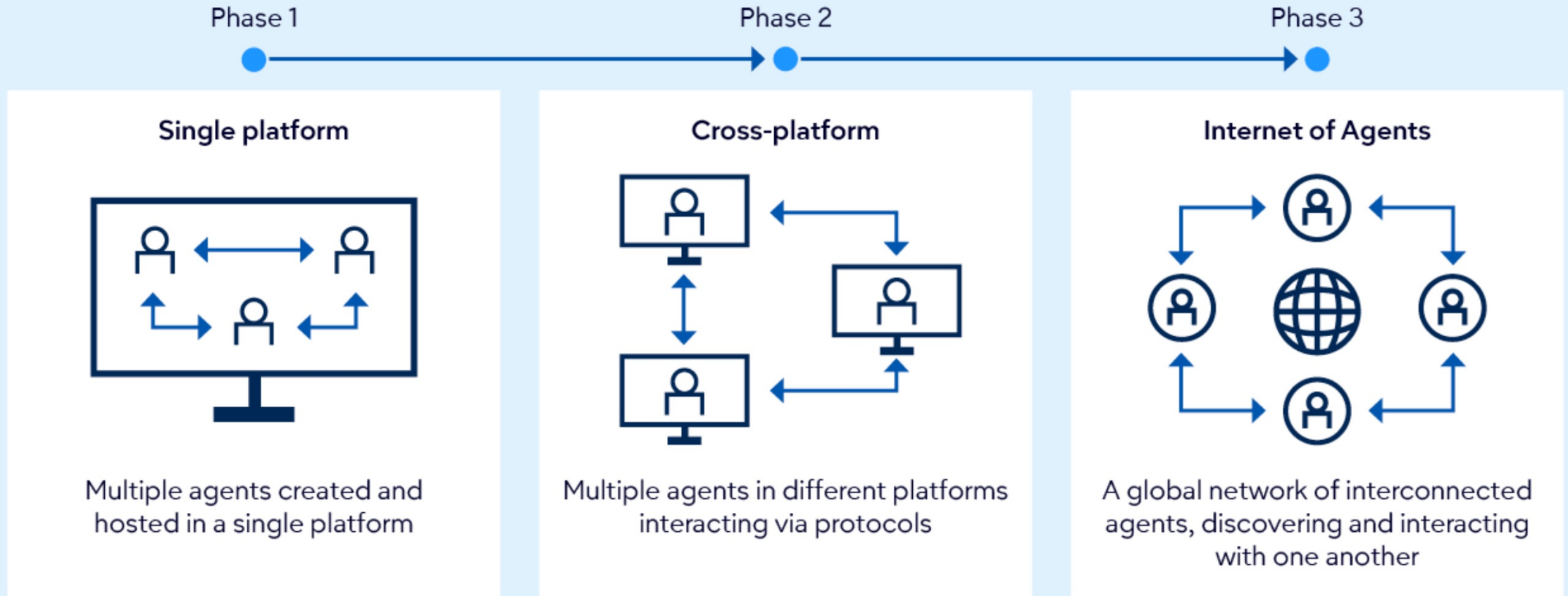


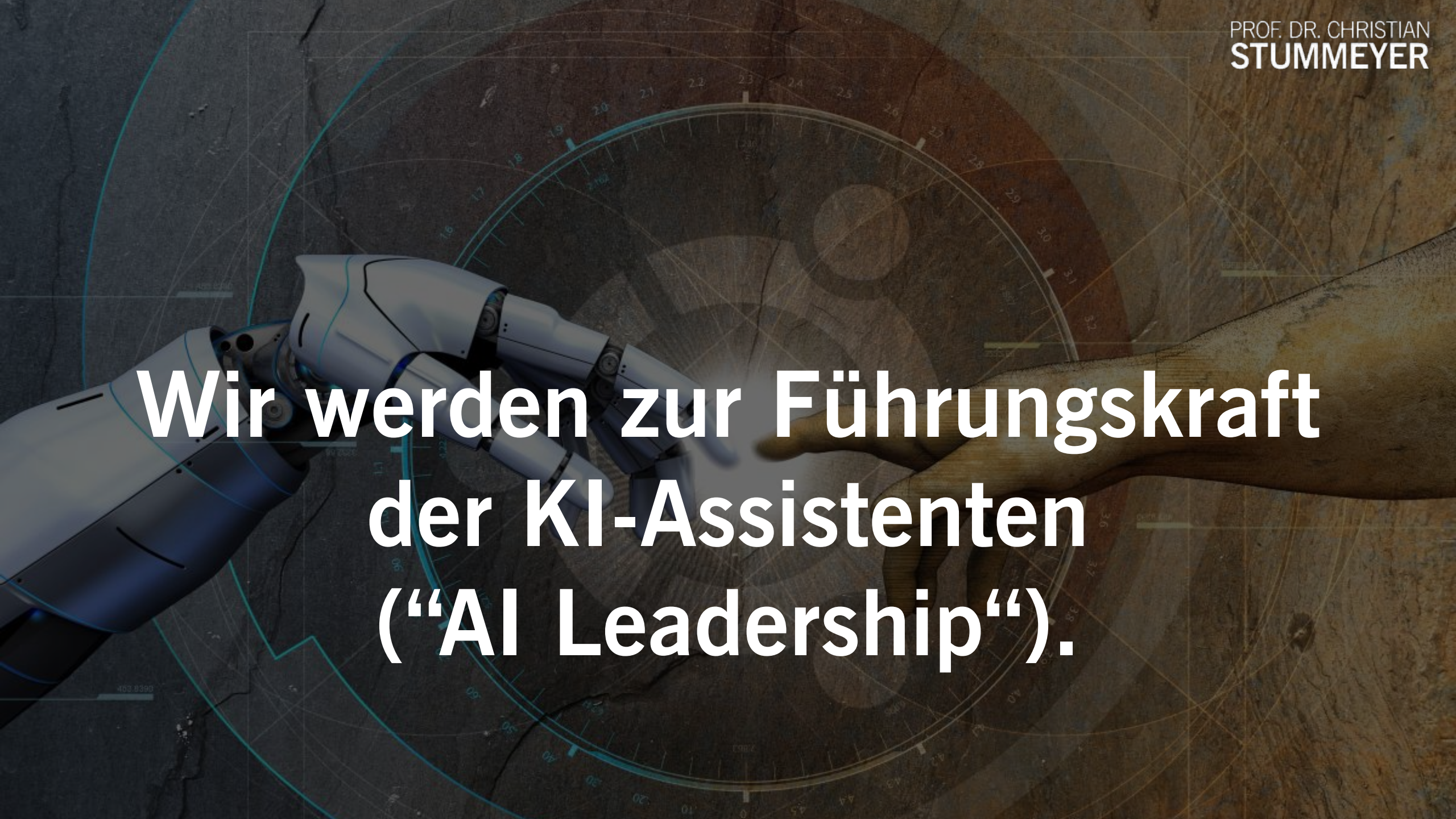
Execute workflow

Logs

Clear execution

Gartner Technologie Trends 2026: Multiagenten-Systeme und das IoA



The background image features a robotic hand in white and blue on the left, reaching towards a human hand on the right. They are positioned over a large, circular, semi-transparent chart that resembles a radar or data visualization. The chart has concentric circles and radial lines with numerical labels. The overall background is a dark, textured surface with some glowing blue lines and data points.

**Wir werden zur Führungskraft
der KI-Assistenten
("AI Leadership").**

KI Assistenten

Leadership: [Lena](#) [Lena](#) [Lena](#) [Lena](#) [Lena](#) [Lena](#) [Lena](#) [Lena](#) [Lena](#) [Lena](#) [Lena](#)

Anmelden

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Lena

Community

Lena ist die Community-Managerin.



Captain Stahl

HR

Captain Stahl ist die HR-Managerin.



Carla

HR

Carla ist die HR-Managerin.



Carsten

HR

Carsten ist die HR-Managerin.



Fiona

HR

Fiona ist die HR-Managerin.



Florian

HR

Florian ist die HR-Managerin.



Hanna

HR

Hanna ist die HR-Managerin.



Helga

HR

Helga ist die HR-Managerin.



Manuel

HR

Manuel ist die HR-Managerin.



Sophie

HR

Sophie ist die HR-Managerin.



Sven

HR

Sven ist die HR-Managerin.



Bastian

Marketing

Bastian ist der Marketing-Manager.



Caleb

Marketing

Caleb ist der Marketing-Manager.



Chris

Marketing

Chris ist der Marketing-Manager.



Hansi

Marketing

Hansi ist der Marketing-Manager.



Rigo

Marketing

Rigo ist der Marketing-Manager.



Jürgen

Marketing

Jürgen ist der Marketing-Manager.



Lars

Marketing

Lars ist der Marketing-Manager.



Nina

Marketing

Nina ist der Marketing-Manager.



Neri

Marketing

Neri ist der Marketing-Manager.



Paula

Marketing

Paula ist der Marketing-Manager.



Monika

Marketing

Monika ist der Marketing-Manager.



Aron

Sales

Aron ist der Sales-Manager.



Lenny

Sales

Lenny ist der Sales-Manager.



Miro

Sales

Miro ist der Sales-Manager.



Mira

Sales

Mira ist der Sales-Manager.



Alina

HR

Alina ist die HR-Managerin.



Toni

Marketing

Toni ist der Marketing-Manager.



Fred

Marketing

Fred ist der Marketing-Manager.



Maximilian

Marketing

Maximilian ist der Marketing-Manager.



Elena

Marketing

Elena ist der Marketing-Manager.



Sören Tröter

Sales

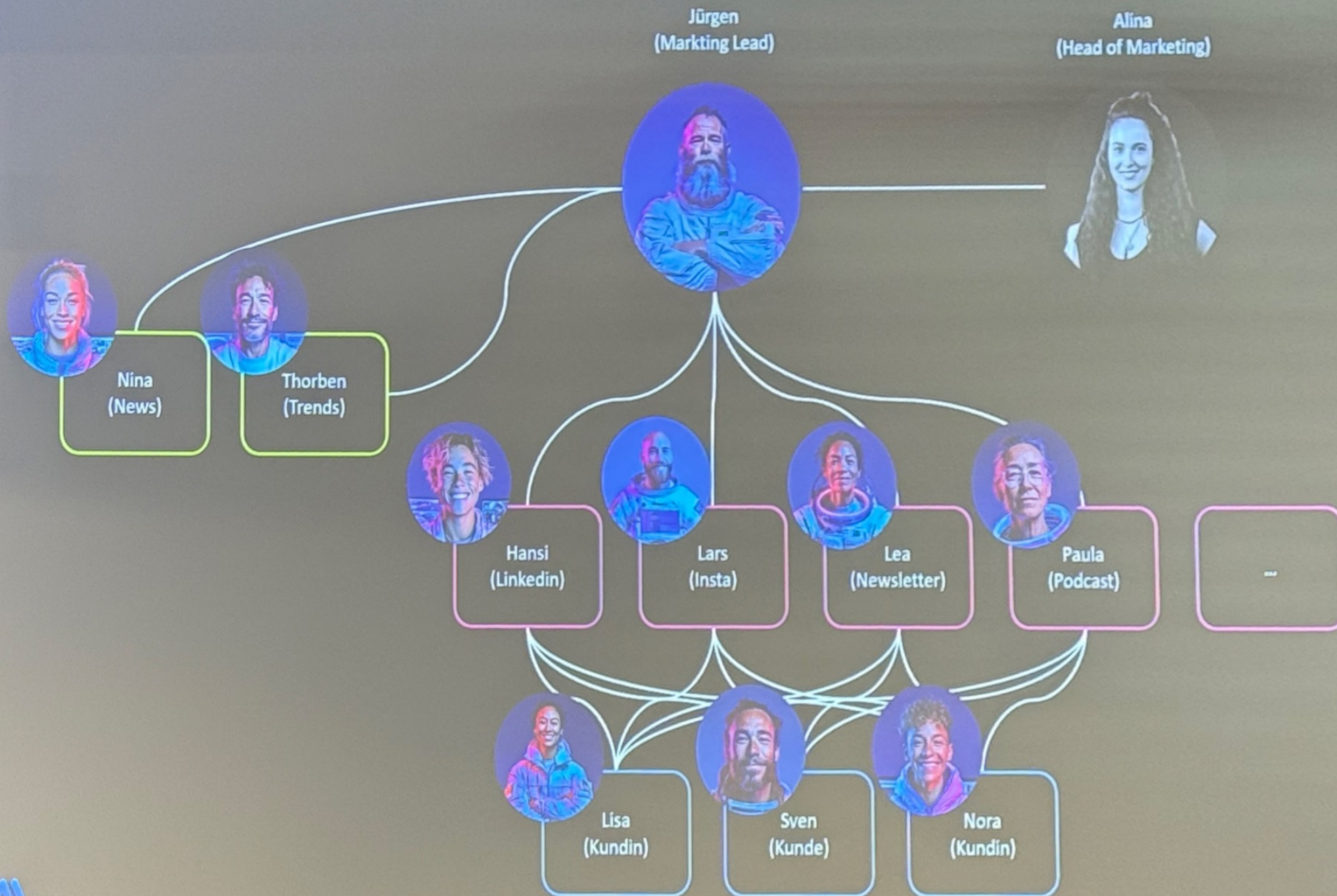
Sören Tröter ist der Sales-Manager.



Vanessa Krüger

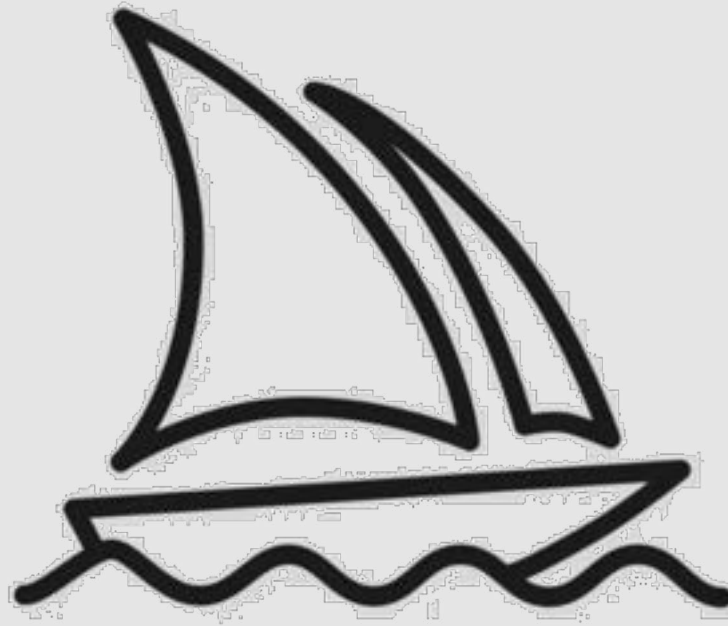
Sales

Vanessa Krüger ist der Sales-Manager.



**Kundinnen und Kunden werden
durch Künstliche Intelligenz
effizient und personalisiert
angesprochen.**



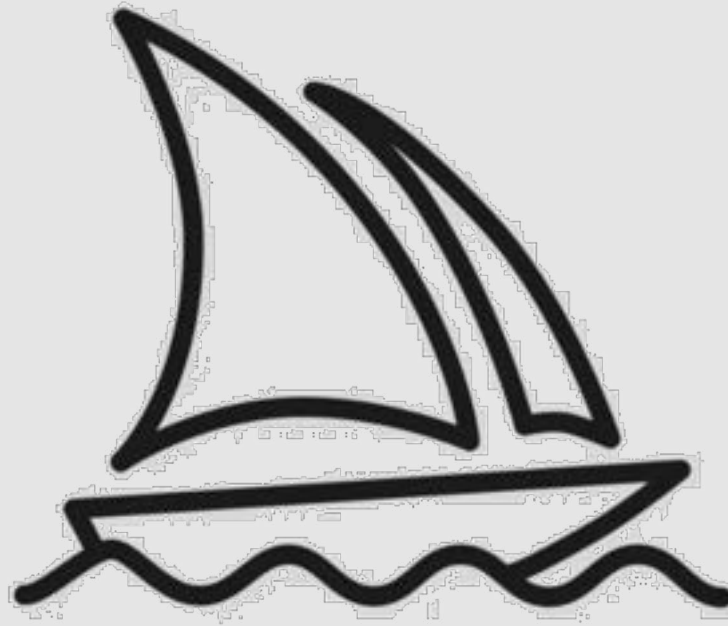


**“Ein Selfie von Angela Merkel and Papst Franziskus
im Außenbereich, Frühjahr 2026,
realistisch, viele Details, Format 16:9“**









**“Kunststudentin (22 Jahre, blond) in ihrer Studentenwohnung,
fröhlich beim Onlinebanking, viele rote Möbel um sie herum,
sehr realistisch wie ein Hochglanzfoto mit einer Canon-Kamera,
viele Details, --ar 16:9“**



Unser Studenten-Konto mit Online-Banking



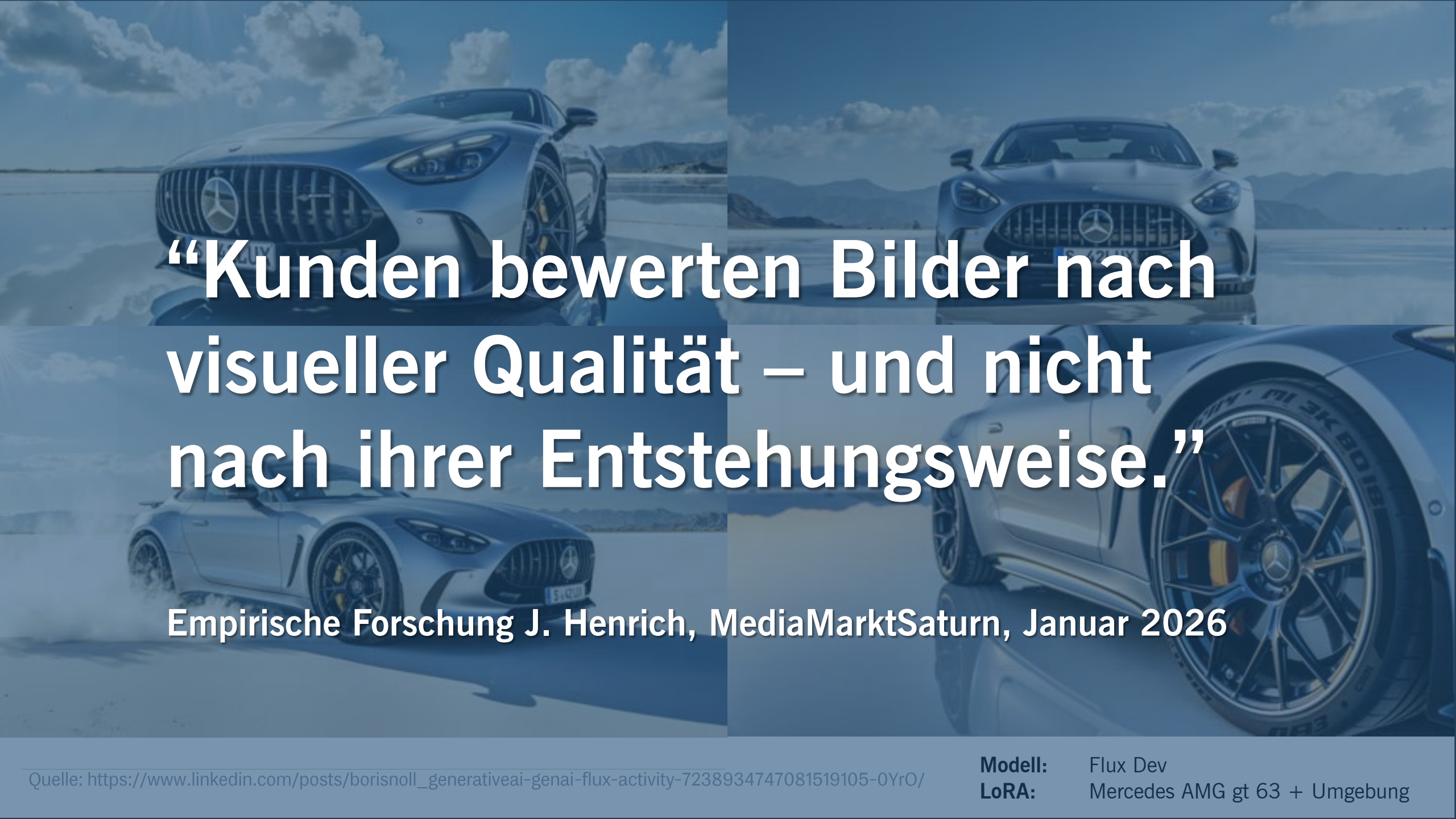
Gleiche Eingabe, aber im
Oktober 2022 (Midjourney V3)





Quelle: https://www.linkedin.com/posts/borisnoll_generativeai-genai-flux-activity-7238934747081519105-0YrO/

Modell: Flux Dev
LoRA: Mercedes AMG gt 63 + Umgebung



“Kunden bewerten Bilder nach visueller Qualität – und nicht nach ihrer Entstehungsweise.”

Empirische Forschung J. Henrich, MediaMarktSaturn, Januar 2026



**“KI-Visualisierungen schwächen
Marken grundsätzlich nicht,
solange sie hochwertig und
markenkonform sind.”**

Empirische Forschung J. Henrich, MediaMarktSaturn, Januar 2026

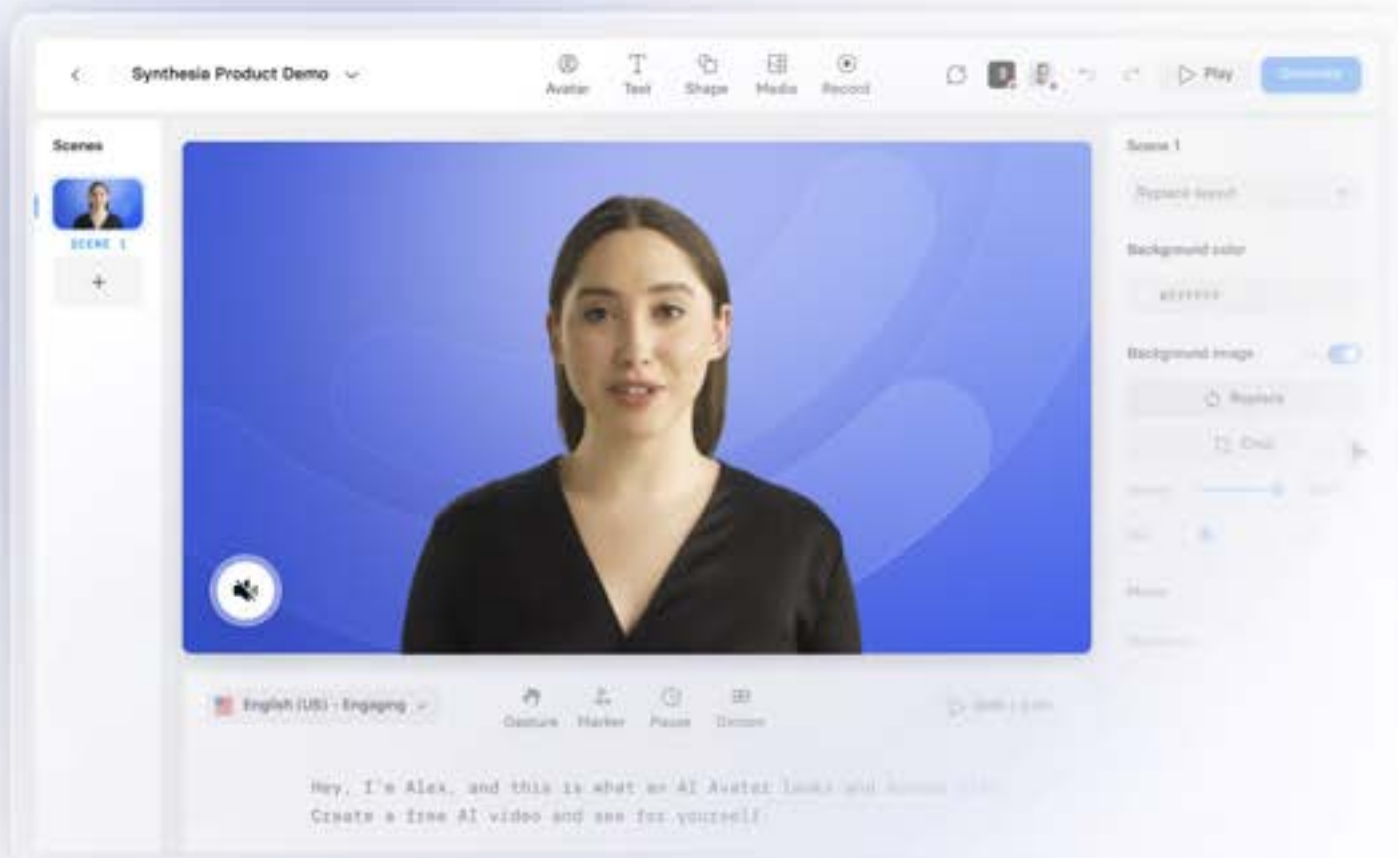
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No credit card required.



Trusted by over 50,000 companies of all sizes

The background is a complex digital collage. It features various data visualization elements such as line graphs, bar charts, pie charts, and network diagrams. There are also abstract geometric shapes like hexagons and circles. The color palette is primarily blue and teal, with some white and yellow accents. The overall effect is a high-tech, data-driven aesthetic.

msqDx

Sie sehen und hören den **digitalen Avatar** von
Prof. Dr. Christian Stummeyer



NO CAMERA? NO CREW? NO PROBLEM!

Create videos from text in minutes with AI-generated avatars and voices.

[Try HeyGen for Free](#)

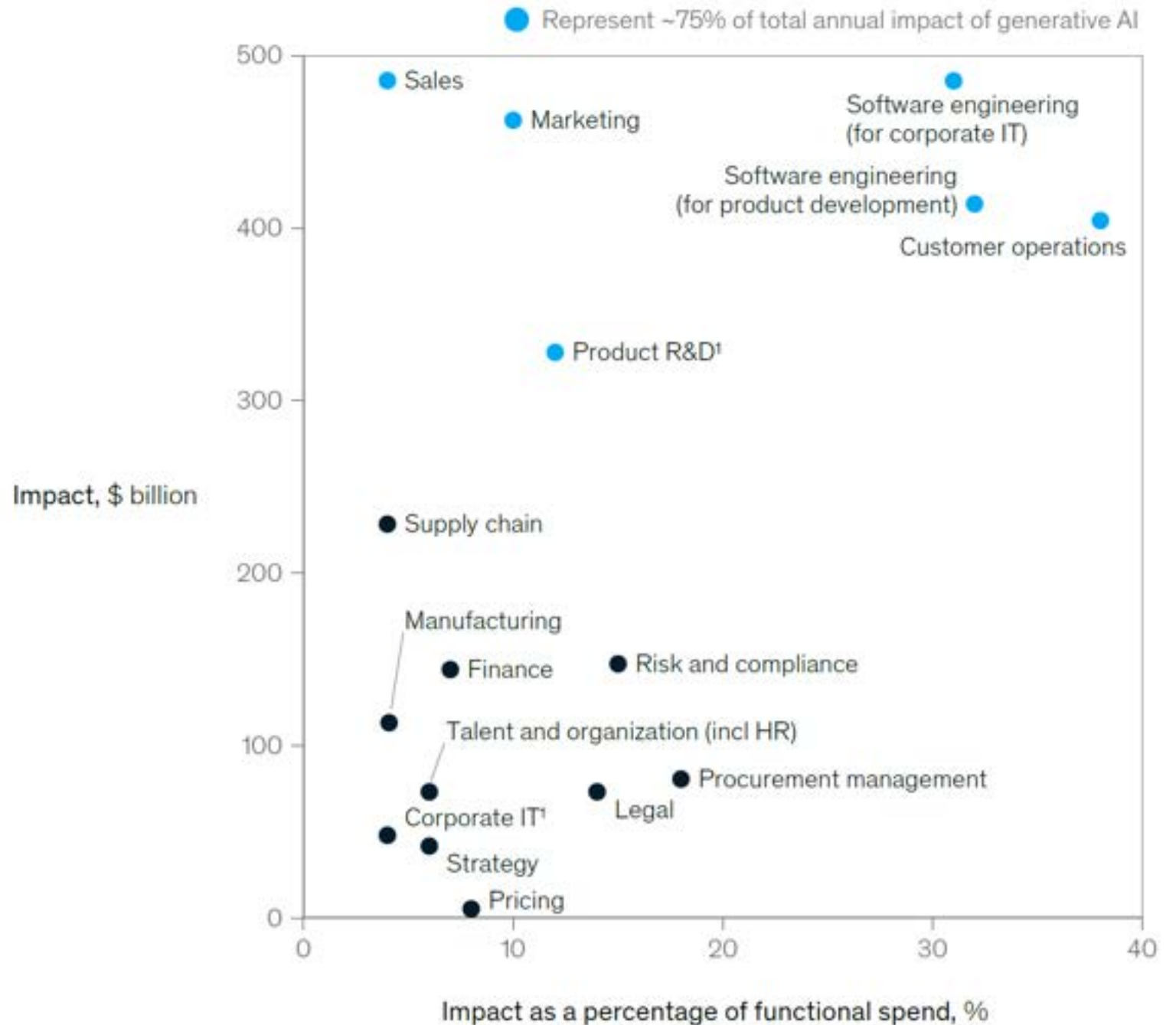




Die dunkle Seite der KI

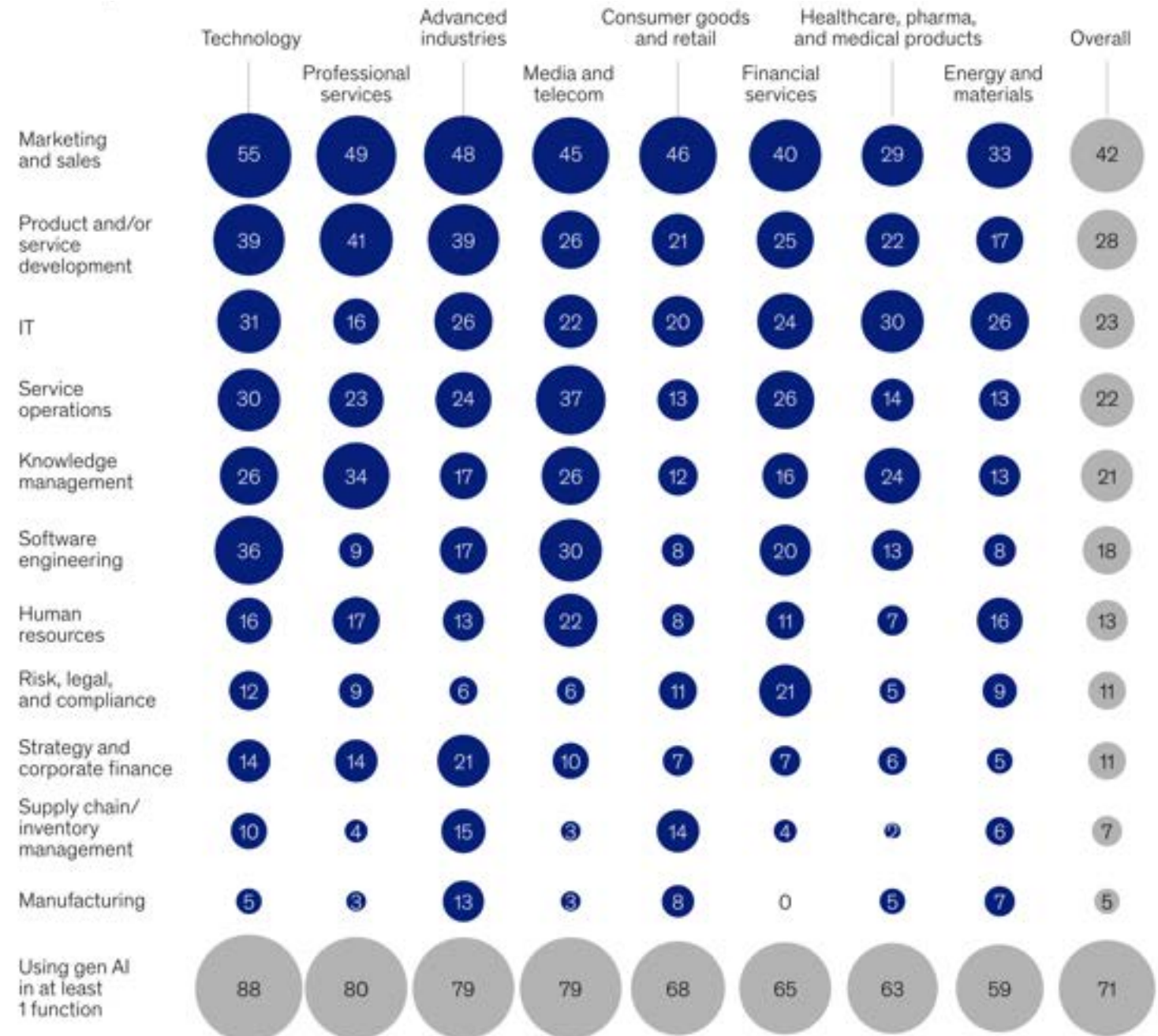
Die Nutzung von Generativer KI in nur fünf betrieblichen Funktionen realisiert ca. 75 % des Potenzials dieser Technologie

- Vertrieb
- Marketing
- Softwareentwicklung
- Kundenservice
- Produktentwicklung

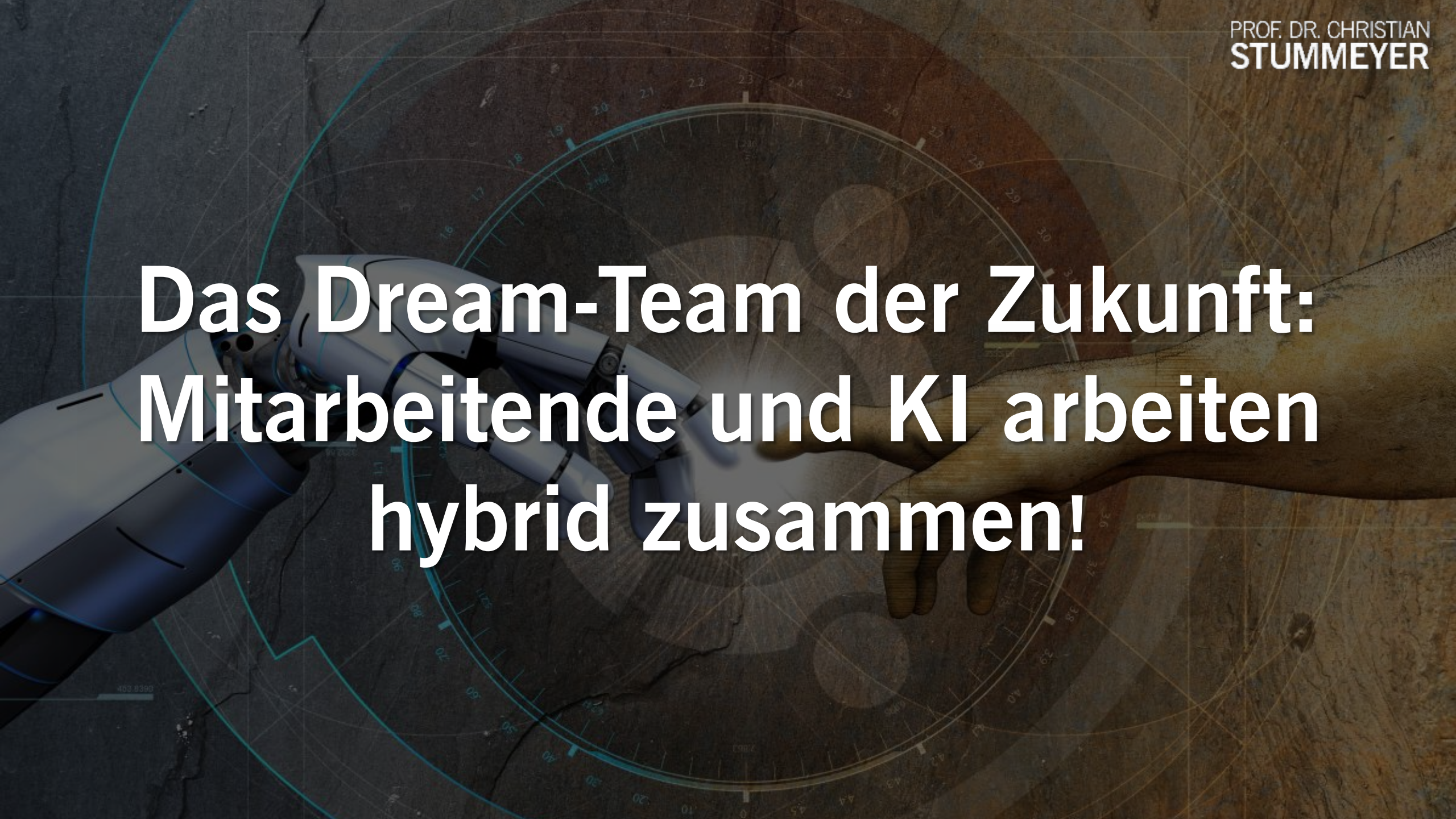


Regelmäßige Nutzung von Generativer KI nach Unternehmensfunktionen in einzelnen Branchen

(Anteil der Befragten)



¹For technology, n = 199; for business, legal, and professional services, n = 179; for media and telecom, n = 77; for advanced industries (includes advanced electronics, aerospace and defense, automotive and assembly, and semiconductors), n = 97; for financial services, n = 193; for consumer goods and retail, n = 111; for healthcare, pharma, and medical products, n = 113; and for energy and materials, n = 142.
Source: McKinsey Global Survey on the state of AI, 1,491 participants at all levels of the organization, July 16–31, 2024

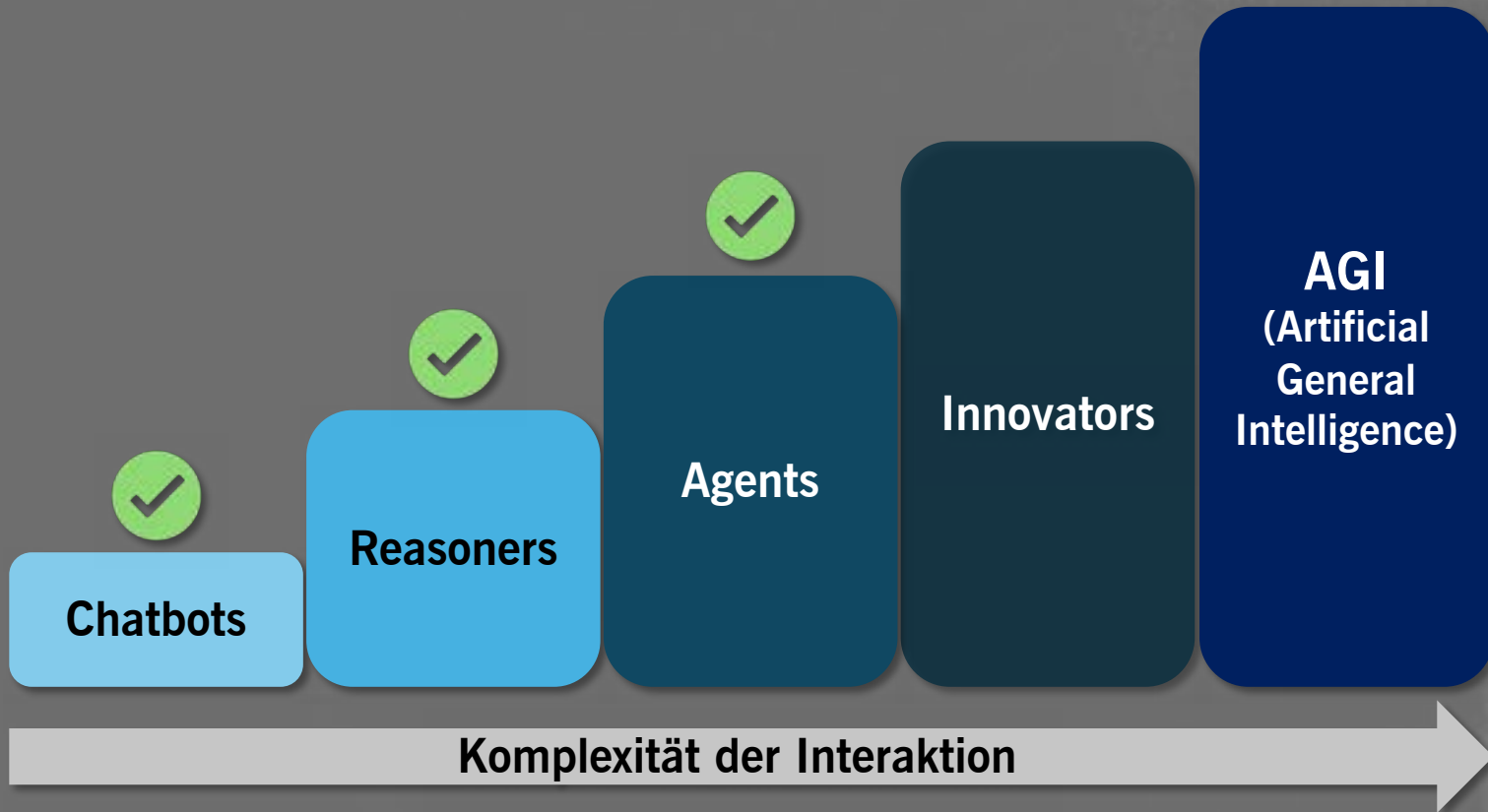
The background of the slide features a complex, dark-toned technical illustration. It includes a circular diagram with concentric rings and radial lines, resembling a radar or a specialized clock face, with various numerical markings. Overlaid on this diagram are two hands: a blue, articulated robotic hand on the left and a realistic human hand on the right. The two hands are positioned as if they are shaking or grasping each other, symbolizing collaboration. The main title text is centered over this image.

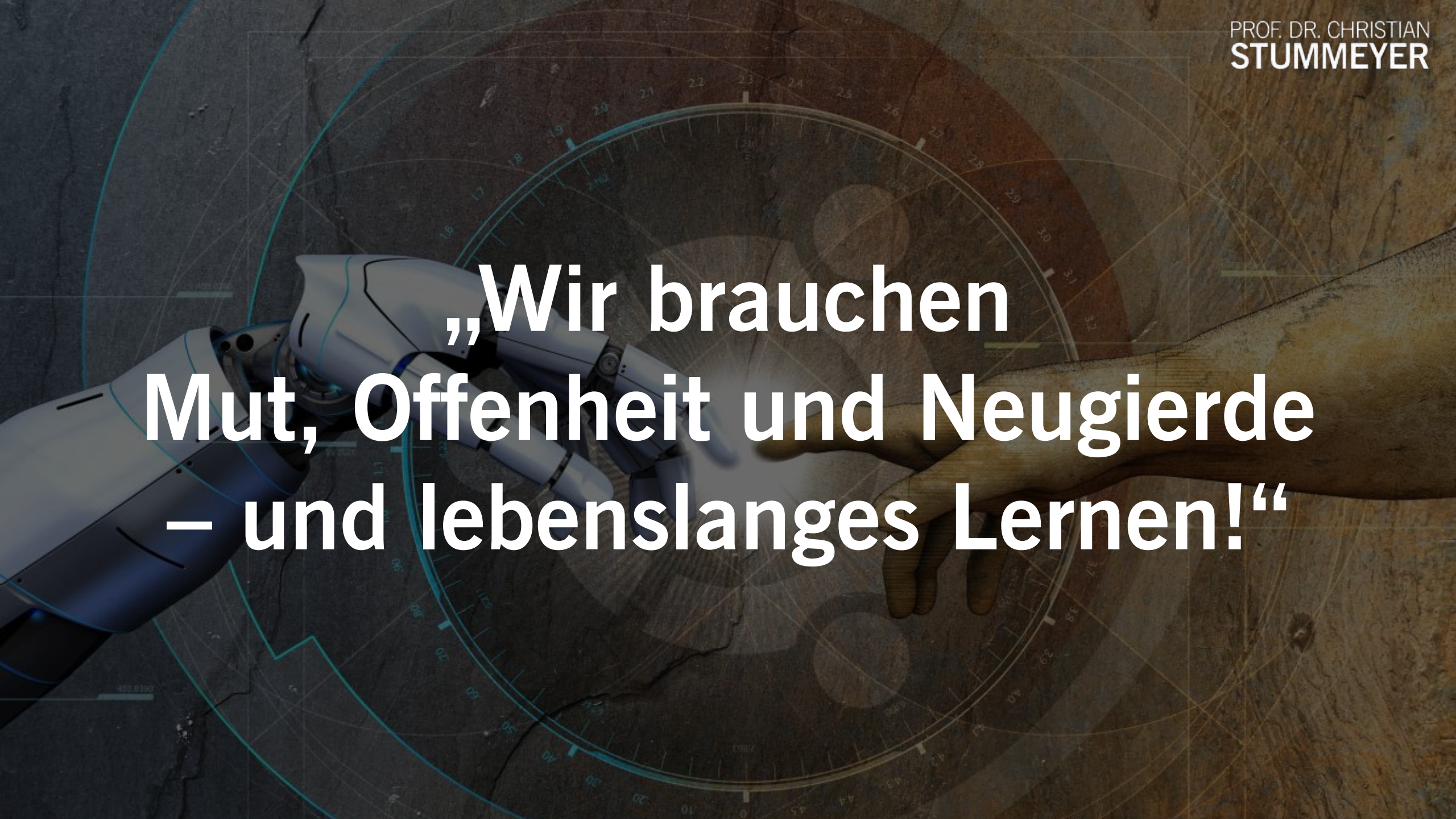
Das Dream-Team der Zukunft: Mitarbeitende und KI arbeiten hybrid zusammen!

A close-up photograph of a robotic hand, likely from a prosthetic or industrial application, holding a piece of wood. The hand is white and blue, with visible joints and wiring. The wood is a light brown color. The background is dark and out of focus. Overlaid on the image is the text 'Generative KI wird kreative und strategische Jobs effizienter machen.' in a large, white, sans-serif font. The text is arranged in three lines: 'Generative KI wird kreative' on the first line, 'und strategische Jobs' on the second line, and 'effizienter machen.' on the third line. The text is centered horizontally and vertically across the image.

Generative KI wird kreative
und strategische Jobs
effizienter machen.

Entwicklungsstufen zur AGI



The background image features a robotic hand on the left and a human hand on the right, both reaching towards the center. They are positioned over a large, circular, metallic scale with various numerical markings and concentric rings. The scene is set against a dark, textured background with some glowing blue lines and a faint grid pattern.

**„Wir brauchen
Mut, Offenheit und Neugierde
– und lebenslanges Lernen!“**

Kontakt

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Telefon +49 89 2370 8940



[christianstummeyer](#)



[Prof. Stummeyer](#)

