

## Mr Sebastian-Hartmut Schenk

Digital Champion Asia Pacific and Head of  
BASF Management Consulting Asia Pacific

Since 2017, Mr Sebastian-Hartmut Schenk has been BASF's "Digital Champion" for the Asia Pacific region. In this role, he spearheads BASF's activities around its digitalization project "BASF 4.0" in Asia Pacific. Together with business units, functional units and other internal partners, he initiates and drives digitalization projects related to Smart Manufacturing, Smart Supply Chain, Smart Innovation & Technologies and Digital Business Models. In addition to individual projects, he supports units in developing their digital roadmaps with training, community building, and engagement with external partners and startups.



Mr Schenk has led the Asia Pacific team of BASF Management Consulting in Hong Kong since 2014. He joined BASF in 2011 as a project leader at the BASF Management Consulting team in Ludwigshafen, mainly looking after commercial and organizational excellence projects in Europe, Africa, Asia and North America. Prior to this he held positions as senior consultant in two other consultancies.

Mr Schenk was born in Potsdam, Germany, in 1979. He studied Software Engineering at the Hasso-Plattner-Institute, University of Potsdam, Germany, where he received his Bachelor's degree in Software Engineering in 2003, followed by a Master's degree in Software Engineering in 2006 and a Master of Business Administration in 2007. From 2004 to 2005, he studied Chinese language and culture at Nanjing University, China. Mr Schenk is married and has one daughter.