

## Dr. Roman Zenner, Industry Analyst

Since 2002, Dr. Roman Zenner works as an author, consultant, and speaker in e-commerce. He has written several books on web shop software and regularly publishes articles in professional magazines and blogs. Dr. Zenner runs [shoptechblog.de](http://shoptechblog.de) as well as the podcast ShopTechTalks. Furthermore, he speaks at conferences, teaches university classes and moderates expert panels.

In his work, Roman focuses on next generation commerce technologies and explores what retail will look like in a post-web world. Since 2015, he is a full-time employee of commercetools GmbH (REWE Group), working as an Industry Analyst.

## Profile

- Name:** Dr. Roman Zenner  
**Position:** Industry Analyst at commercetools  
**Location:** Aachen  
**Mission:** Be outward-looking, identify trends early, taking not all buzzwords seriously  
**Must be:** RSS reader and Twitter for daily news updates  
**Not really:** Smalltalk about cars and soccer