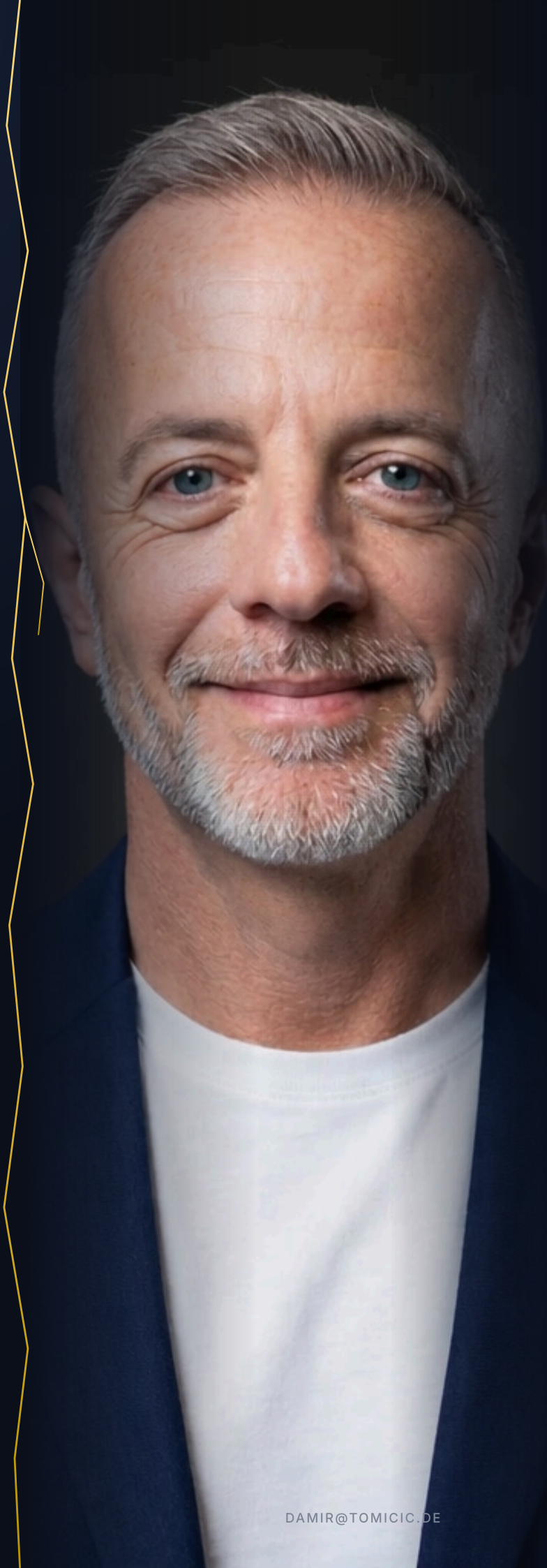
MEDIA KIT · NOVEMBER 2026

Damir Tomicic

The cracks become gold.

Entrepreneur, advisor, investor and co-author of *What Breaking Opens*. Thirty years of building technology companies and communities in Europe.



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DAMIR@TOMICIC.DE

Damir Tomicic is a European entrepreneur, advisor and author who has spent more than thirty years building technology companies and communities, and who now writes about what breaking opens.

Short bio

ABOUT 70 WORDS

Damir Tomicic has spent more than thirty years building technology companies and communities. He co-founded Axinom in 2001 and led it for twenty-three years, led INETA Europe as it grew to two million developers, and was a Microsoft Regional Director for seventeen years. Today he advises leaders on AI through Business in Tech, leads strategy at run.events, is a Distinguished Fellow at reTECH Europe, and is co-author, with Thomas Bothe, of *What Breaking Opens*.

Long bio

ABOUT 160 WORDS

Damir Tomicic has spent more than thirty years building technology companies and communities across Europe. In 2001 he co-founded Axinom and led it as CEO and CFO for twenty-three years, building software for aerospace, media and entertainment. For twenty years he was President Europe of INETA, which grew into the world's largest Microsoft developer community with more than two million members, and for seventeen years Microsoft named him Regional Director.

His work has repeatedly crossed into policy, with the European Commission and Parliament on the Digital Single Market and with the German and Estonian governments on digital identity. Today he advises leadership teams on AI through his firm Business in Tech, leads strategy at run.events, and is a Distinguished Fellow at reTECH Europe. He invests where biotechnology, AI and preventive medicine meet. With Thomas Bothe he wrote *What Breaking Opens*, a bilingual book about breaking, honesty and leadership. He lives in Fürth, Germany.

BASED IN
Fürth, Germany

NOW
Founder & CEO, Business in Tech · Chief Strategist, run.events · Distinguished Fellow, reTECH Europe

FOUNDED
Axinom, 2001. CEO and CFO for twenty-three years

RECOGNITION
Microsoft Regional Director, German-speaking markets, for seventeen years

POLICY WORK
European Commission and Parliament (Digital Single Market); German and Estonian governments (digital identity, e-residency)

LANGUAGES
English and German

INVESTING
Health and longevity deeptech: biotechnology, AI and preventive medicine

COMMUNITIES
INETA, co-founder and President Europe for twenty years (two million members). IASA, co-president for five years

EDUCATION
Theoretical computer science, Friedrich-Alexander University Erlangen-Nuremberg

REACH
Work in seventy countries on four continents; on stage in more than thirty

Applying *everything*

FOUNDER & CEO

Business in Tech

Advises leadership teams on AI strategy, competitive advantage and organizational transformation.

CHIEF STRATEGIST

run.events

Leads strategy for the software behind events of every size, from executive gatherings to conferences with 150,000 participants.

DISTINGUISHED FELLOW

reTECH Europe

Works on digital infrastructure that is sovereign and secure without sacrificing openness.

AMBASSADOR

Carbon Drawdown Initiative

Carbon dioxide removal at scale, toward net-negative emissions.

AMBASSADOR

IThilft gGmbH

Digital accessibility and responsible AI.

MENTOR · ADVISORY BOARD

EU BEFuture Programme · European AI Forum

Mentoring the next generation of European tech leaders; AI governance and ethics.

On stage

250+ keynotes, panels and sessions in more than thirty countries, among them the United Nations, Harvard Business School, the European Commission, the European Parliament and the U.S. House of Representatives.



House of Collaboration, World Economic Forum, Davos 2026



TRANSFORM 2025, Berlin: opening keynote on digital sovereignty



Harvard Business School, Boston: keynote



Internet Governance Forum, United Nations, Nairobi

Talks and interview topics

AI strategy, and what it actually changes for leaders

Digital sovereignty in Europe

AI at live events and business matchmaking

Leading through what breaks: kintsugi, mistakes, and the book

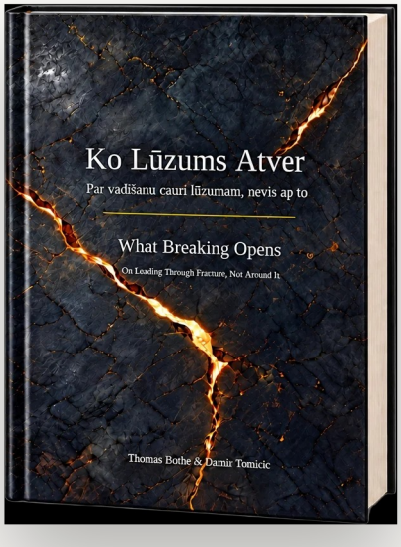
Keynotes, panels and workshops, in English or German.

In his words

The cracks don't diminish. *They become gold.*

"After thirty years of building, breaking, and learning, I have found this to be equally true of people."

"Speaking is how I think in public."



What Breaking *Opens*

Ko lūzums atver. On leading through fracture, not around it.

A bilingual book by Thomas Bothe and Damir Tomicic about breaking, honesty and leadership. It began when Damir was asked to give a talk about mistakes and found the answer in a small kintsugi bowl: the cracks were his mistakes, the gold was what he did with them. Thomas doubted the metaphor, and the book grew out of their disagreement. Every chapter ends with questions rather than answers.

AUTHORS	Thomas Bothe and Damir Tomicic
TRANSLATOR	Olga Roze
PUBLISHER	Foundation “Fonds Cilvēkiem”, Riga, 2026
EDITION	A4 hardcover, 304 pages including 31 illustrated; English left page, Latvian right
PRICE	50 € per copy
AVAILABILITY	First copies late November 2026; new order cycles monthly at whatbreakingopens.com

Photos for editorial use

Included in this media pack as JPG files, and downloadable at tomicic.de/speaking. Free to use in coverage of Damir Tomicic and *What Breaking Opens*.



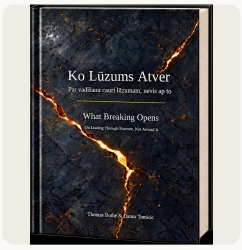
Studio portrait
damir-tomicic-studio.jpg · 1024 × 1024



On stage
damir-tomicic-stage.jpg · 1106 × 1590



With Thomas Bothe
damir-tomicic-and-thomas-bothe.jpg · 1280 × 858



Book cover
what-breaking-opens-cover.jpg · 618 × 816

Interviews, quotes, *questions.*

Email reaches Damir directly. Tell him what you are writing, for whom, and your deadline. Interviews in English or German.

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