

Short bio:

**Dipl.-Ing. (FH) Michael Freidl, MA**

Dipl.-Ing. (FH) Michael Freidl, MA, is the head of the Data\_Lab department at the digital center of the University of Graz (IDea\_Lab). He is an independent management consultant and mediator specializing in strategy and team development. Freidl shares his expertise in AI introduction in companies as the scientific director of the KI(ck)START seminar series at UniForLife and as a lecturer. Additionally, he is an expert in intellectual property, knowledge transfer, and business start-ups, with extensive professional experience in these domains.