

REDNER



NAME

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Head of Group Digital Business

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BIOGRAPHY

Mr. Christian Neumann is responsible for Digitalization, Product Development and Customer Service at MM-Karton AG. Previously, Christian worked as an Innovation & New Business Development consultant and headed international projects in Europe, USA and Asia. Christian leads the company's digital transformation process in business operations and is responsible for MMK digital – MM-Kartons new digital sales- & service channel. A new digital business model to target existing and new clients in an agile, customer-centric way. With a focus on clear business logics, high data quality standards as well as latest technologies incl. AI artificial intelligence or RPA robotic process automation manual processes are reduced and seamless business operations are secured. Other responsibilities of Christian include topics like Mixed Reality with a focus on production & maintenance, efficient business operations in customer relationship management as well as the cartonboard divisions Innovation agenda.

LECTURE

MMK digital – Buy board online!

With MMK digital, an innovative digital sales and service channel, Mayr-Melnhof Karton is the pioneer in the digitalisation of the cartonboard industry and sets new standards in terms of speed and communication. For the first time it is possible for customers to conduct all business processes with Mayr-Melnhof Karton within seconds online and safely in real-time, around the clock, seven days a week. From the selection of the cartonboard quality to production preview and booking, all the way to call-offs from the warehouse, the customer can do all steps online at any time. MMK digital actively supports customers in the logistics up to live tracking via GPS. MMK digital offers continuous and seamless process automation for a complete and consistent purchasing experience and is available for registered customers on the MMK website (www.mm-karton.com). The TÜV certificate "Trusted Application" confirms the highest security standards.