



Carsten Ovens is a Member of the Hamburg State Parliament. With more than fifteen years of experience in politics, today he is the CDU spokesperson for science and digital economy. On these fields, he is also engaged in building bridges between Hamburg and Latin America.

After several years of working in business development, marketing and management consulting for SAP and other companies throughout Europe, Carsten has returned to academia. Alongside his political engagement, he is researching social media marketing and communication effects at the University of Hamburg today. With his strong academic and professional expertise, he also consults firms in optimizing their business strategy to meet market needs.

He has studied Business Administration at the University of Hamburg. Additionally, he holds a master's degree in International Business from Macquarie University, Sydney.