

KEYNOTE SPEAKER · CUSTOMER CENTRICITY · DÜSSELDORF, GERMANY

Herbert Höckel

Success starts with the **right question**. Since 1994 he has surveyed more than 2.75 million customers. On stage, he shares what they actually said.



PROFILE

Market researcher, entrepreneur, author: Herbert Höckel started on the phones of a Düsseldorf call centre in 1994, became Research Director at AMR and founded moweb research GmbH in 2004, one of Germany's first institutes for digital market research. Today his team runs proprietary panels (3M+ members) across 60+ countries, for brands such as Edeka, Bayer, Vodafone and Mercedes-Benz. Since 2025 he has represented German market research on the ESOMAR Council.

KEYNOTE TOPICS

Do you think like your customers?

The customer centricity mindset: from buzzword to attitude, built on data instead of gut feeling.

What do customers really want?

Listen, observe, test: what customers expect today, and which marketing myths you can safely bury.

How will customers decide tomorrow?

Future trends in customer behaviour: from AI to the question of trust.

BOOKS

Customer Centricity Mindset — Haufe, 2021

Denken Sie wie Ihre Kunden — hardcover, 176 pages, 2024

Through Your Customer's Eyes — English, 2025, foreword by Simon Chadwick

FACTS

- 2.75M+ customers surveyed worldwide
- Founder & CEO, moweb research (since 2004)
- Studies in 60+ countries, 30 languages
- ESOMAR Council member 2025–2028
- Columnist ("Herberts Welt") at marktforschung.de
- Co-initiator of #WeLoveResearch
- Rated 4.93 / 5 on ProvenExpert (25 reviews)
- Featured by FAZ, t-online, Bayern 3

FORMATS

- Keynote (45–90 min), workshop, panel
- English & German
- On site & remote
- Adapted to your industry and audience

BOOKING & CONTACT

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