

Speaker Profile: Dr.-Ing. Isabell Franck

Short biography

Isabell Franck is member of the IT executive board and responsible for architecture and technology at Swiss Post Ltd in Bern. Together with her team and as part of Swiss Post's "Post of Tomorrow" strategy, Franck aims to design a value-adding, cost-efficient and flexible Business-IT landscape of Swiss Post.



She is also founder of franck.AI, a provider of artificial intelligence software for the optimization of complex industrial production processes. The innovative approach of the software ProductionPerfect is a new learning and operation concept which automatically translates expert knowledge into an Artificial Intelligence algorithm. The result: Premium recommendations with limited data in real-time.

Franck is also closely associated with universities and in 2020 she also led and represented the Mechanics & High Performance Computing Group at the Technical University Munich. Beforehand she taught statistics for engineers as an external lecturer at the University of the Bundeswehr. Previously, she gained experience at BMW, Siemens and medium-sized companies.

Franck holds a doctorate in mechanical engineering. During her doctoral work as well as her studies at the University of California Berkeley (USA), Cambridge University (UK) and Technical University of Munich, she delved into the quantification of uncertainties, statistical models and parameter quantification.

Public references

Digitale Logistik der Post – Warum es eine neue Zielarchitektur braucht und welche Rolle hierbei eine "Post-Merger-Integration" und Daten spielen
EAMKON in Stuttgart (20. Sep. 2023)

Going Yellow – The Swiss Post digital Journey to data and AI transformation
[Data and AI Leadership Days](#) in Zurich (21. June 2023)

AI at Swiss Post – where do we stand with regards to data strategy, digital ethics and use cases in production
Impulse Session Ph.D. Colloquium BWM Group (15. March 2023)

Die „Post von Morgen“ und die Rolle von KI
Efficiency Club Zürich ERFA-Gruppe 1 (10. June 2022)

Becoming a Data & Insight-Driven Logistic Company
[Applied Machine Learning Days 2022](#) in Lausanne (AMLD22) (29. March 2022)

La transformation de la Poste en une entreprise axée sur les données - Die Transformation der Schweizerischen Post zu einem datengetriebenen Unternehmen
[Forum économique rhodanien](#) in Uvrier-Sion (22. Oct. 2021)

KI und die Wichtigkeit von Domainen-Know-how
5. World Intelligence Congress in Tianjin (21. May 2021)

Prediction and Prescription
Guest lecture at „AI in Production“ at the TUM (17. June 2020)

Panel: How to think about AI and the „New Normal“?
WeAreDevelopers World Congress (26. May 2020)

From Engineering to Data Science: Designing production-ready AI solutions
Women in AI (12. May 2020)

Anwendungen von KI in der produzierenden Industrie - wie ein einfacher Einstieg
aufbauend auf Fachkräfte-KnowHow und mit wenig Daten gelingt
Fachvortrag Sitzung des Forschungsplattform Holzbearbeitungstechnologie e.V. Beirates an der TH
Rosenheim (12. Feb. 2020)

From Engineering to Data Science
An der Hochschule Landshut (27. Nov. 2019)

B2B software: (data + engineering knowledge) × AI = added value
[6. Fachkonferenz: Roboter in der Automobilindustrie](#) (13. Nov. 2019)

Meet-up: KI & Entrepreneurship. Panel-Disc.: KI & Europa: Chance, Risiken und
Erfolgsfaktoren
[HerCareer](#) (10. Oct. 2019)

AI & the Future of Work
[IFA Next](#) – Panel-Discussion (8. Sep. 2019)

(Ingenieurwissen + Maschinendaten) * KI = Smarte Produktion
VDI - Unternehmer und Führungskräfte - Themenabend (27. June 2019)

Mit Mensch und Maschine lernen - Eine systematische Verknüpfung von Ingenieurwissen
und maschineller Intelligenz zur Optimierung der Produktion
[26. Aachener ERP-Tage](#) (6. June 2019)

Schaffen Sie mit ihren Daten einen Wettbewerbsvorsprung!
Wissen erhalten, Werte steigern: Das kann KI leisten, [IT-Sicherheit am Donaustrand Straubing](#) (27. May 2019)

From large scale inverse problems to the optimization under uncertainty
[WiDS Munich - Women in Data Science](#) (21. March 2019)

From engineering to data science – the path to becoming founder of a software startup
Keynote speaker - [Female's Favour{IT}e 2019](#) (16. March 2019)

Optimierung komplexer Produktionsprozesse mit KI
VDI-fib-Themenabend (21. Nov. 2018)

AI-optimized manufacturing processes
[5. Deutsch-Chinesische Wirtschaftskonferenz](#) (20. Nov. 2018)

Overcoming challenges faced by a tech start-up in the B2B world
Lecture "Innovative entrepreneurs" at the TUM (25. Oct. 2018)

Trends des maschinellen Lernens in der fertigen Industrie
[HerCareer](#) Expert Talk (11. Oct. 2018)

Lackierprozesse regeln durch Machine Learning
[Karosserielackierung Insight @ BMW 2018](#) (10./11. Sep. 2018)

IT-Optimierung komplexer Produktionsprozesse
IHK-Unternehmerinnentag 2018 "Digital Business" (13. July 2018)

Alumni-Absolventenrede am Tag der Fakultät Maschinenwesen an der TUM (13. July 2018)

Mit Mensch und Maschine lernen – eine systematische Verknüpfung von Ingenieurwissen
und maschineller Intelligenz zur Optimierung der Produktion
[Automobil Produktion Congress](#) (19. June 2018)

Isabell Franck also runs lectures and workshops for companies, e.g. about 'Use Cases for Industrial Analytics', 'Introduction of Artificial Intelligence Methods' or 'How to Successfully Do Data Science Projects'. Topics are adapted to the audience. Details on request.

Contact

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