

MICHAEL KOEGEL

People. Energy. Change.

Innovation Manager for Energy Systems · Design Thinking Coach · Project Lead



CONTACT

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PROFILE

The energy transition can only succeed with people. As a certified innovation manager for energy systems and experienced innovation coach, I help companies, municipalities, utilities and startups shape the energy transition – from strategy and new business models to implementation. A computer scientist by training, I build bridges between business, technology and people.

CERTIFICATIONS

Innovation Manager for Energy Systems

House of Energy & University of Kassel · 2025

SAFe® 6.0 Product Owner / Product Manager

Scaled Agile · 2024

Life-Centered Design

CIID · 2022

Professional Scrum Master I & Product Owner I

scrum.org · 2021

Systemic Organizational Consulting

Simon Weber & Friends · 2020–2021

Accredited BAFA Consultant

#163217

EDUCATION

Diplom-Informatiker (FH) / Computer Science

HS Konstanz · 1993–1998

AWARDS

Red Dot Award · 2015

SAP Medical Research Insights

Land of Ideas · 2018

Impact Week

LANGUAGES

German (native) · English (fluent)

EXPERIENCE

CONSULTANT & INNOVATION MANAGER FOR THE ENERGY TRANSITION

Self-employed · Römerberg · since 2020

Strategy workshops for problem and potential analysis, Design Thinking formats and interim management for innovation and energy transition initiatives. Clients range from startups and NGOs to international corporations.

CO-INITIATOR & ROOFTOP PV TEAM LEAD

bürgerINenergie eG (citizen energy cooperative) · Speyer · since 2023

Co-founded the citizen energy cooperative with over 300 members. Planning and implementation of photovoltaic projects, citizen participation and decentralized energy generation.

TEAM SOLARSCOUTS · KI ENERGY HACKATHON

TRAFO Hub & TEQYARD · 2026

Concept for matching excess photovoltaic energy with nearby demand using load profiles – including business models such as energy sharing and power purchase agreements.

CUSTOMER DESIGN ENGAGEMENT LEAD

SAP Customer Innovation Office – AppHaus · Heidelberg · 2013–2019

Led strategic design and transformation projects with SAP customers worldwide, facilitated Design Thinking workshops on site and at the AppHaus, contributed to building up the SAP AppHaus Heidelberg. Red Dot Award 2015 for Medical Research Insights.

EARLIER ROLES AT SAP

SAP AG/SE · Walldorf · 2003–2013

Director Product Design Group, Director Technical Alliance Management, Solution Architect Co-Innovation Engineering (Palo Alto 2008/09), Project Lead Java Message Service with 5 patents. Before that: software architect & management consultant (Kögel IT-Consulting, 1998–2003).

LECTURER

Baden-Württemberg Cooperative State University (DHBW) · Mannheim & Mosbach · 2010–2023

Courses on Design Thinking, agile development, user experience and business management.

LEAD COACH & ORGANIZER

Impact Week gUG · since 2016 · volunteer

More than 10 international Design Thinking events for students in the Global South (incl. Kenya, Colombia, India, Nepal, Jordan).