

**Dr. Johannes Ziegler**  
**Founder and CEO, Miaplaza Inc.**



Dr. Johannes Ziegler is co-founder and CEO of miaplaza Inc., a Silicon Valley start-up that provides feature-rich on-line platforms for internet communities. In 2007, miaplaza started a cooperation with regional newspapers in Germany (see for example [www.hessenplaza.de](http://www.hessenplaza.de)) to provide a new and innovative way of online/offline integration of community content.

Under the leadership of Dr. Ziegler, miaplaza recently attracted a unique set of first-class software developers from Germany, including six former winners of the German National Computing Competition (Bundeswettbewerb Informatik). Three of the four students who represented Germany at the International Olympiad in Informatics (IOI) in 2007 work for miaplaza. With this newly acquired development capability, miaplaza is working on new Web 2.0 applications, including <http://www.miafiesta.com> and [www.always-icecream.com](http://www.always-icecream.com).

Previously, Dr. Ziegler was the founder and CEO of Synesis Inc., a Silicon Valley based consulting firm with a subsidiary in Heilbronn, Germany. Through his work at Synesis, Dr. Ziegler has helped numerous senior executives in the U.S., Asia, and Europe achieve superior execution in their organizations. Clients include HP, IBM, Intuit, Microsoft, Netscape, Cisco, 3Com, Applied Materials, Atos-Origin, NTT Data, Daimler-Chrysler, and Volkswagen.

Prior to founding Synesis, Dr. Ziegler was a researcher at the Stanford Computer Industry Project where he developed the concept of "Organizational IQ" together with Professor Haim Mendelson and a team of researchers at the Stanford Business School. Their work has earned recognition from the academic world as well as industry practitioners across the globe.

Before his tenure at Stanford University, Dr. Ziegler served as a member of McKinsey & Company's high-tech management consulting practice, where he worked in different segments of the global high-tech industry ranging from telecommunications to consumer electronics.

Dr. Ziegler co-authored *Survival of the Smartest* (John Wiley and Sons, Spring 1999, Japanese 2000, German 2001, Spanish 2004) which outlines the principles of effective organizations in the technology industry and demonstrates their application in case studies of global Fortune 500 companies, including Hewlett-Packard, Dell, Acer and others.

Dr. Ziegler holds a Ph.D. in business from Augsburg University, and a Diplom in engineering (technical cybernetics) from the University of Stuttgart, Germany. A German and a Swiss citizen, he has lived in Europe, Asia, and the US. He currently resides in Truckee, California, with his wife Swenja and their five children.