

Apply now for the AI Impact Award 2026

04/09/2025 A new award for Artificial Intelligence from manager magazin and Porsche Consulting.

In spring 2026, Porsche Consulting and manager magazin will present the AI Impact Award for the first time, honoring companies in the DACH region that successfully apply Artificial Intelligence in practice. The award aims to highlight the value of AI for business and society while encouraging the exchange of knowledge. Recognized will be real-world solutions that demonstrably contribute to business value creation.

“Artificial Intelligence is a key driver of innovation – but its true value only becomes clear in practical application. The AI Impact Award is designed to make this transfer into practice visible,” explains Eberhard Weiblen, CEO of Porsche Consulting, about the motivation behind the new award. “The true strength of AI lies not only in the technology itself, but in its interaction with people who use it wisely and responsibly,” adds Simone Salden, Deputy Editor-in-Chief of manager magazin. “The AI Impact Award aims to create visibility: for the real effects – and for the teams that make them possible,” says Salden.

An independent jury of leading figures from academia and industry will present the award in the categories Product and Customer Experience, Production and Supply Chain, and Organization and Administration. Companies from German-speaking countries can now apply (in German only). The finalists will be honored at a festive awards ceremony in spring 2026. The event provides the perfect stage to present themselves as pioneers in the use of Artificial Intelligence to both a professional audience and the wider public.

Porsche Consulting GmbH

Porsche Consulting GmbH is a leading German management consultancy and employs 900 people worldwide. The company, leading in putting strategies into practice, is a subsidiary of the sports car manufacturer Porsche AG. In addition to its headquarters in Stuttgart, the consultancy has offices in Hamburg, Munich, Berlin, Frankfurt am Main, Milan, Paris, São Paulo, Shanghai, Beijing, Atlanta, and Palo Alto. The experts in the areas of strategy and organization, brand and sales, development and technology, as well as operations, advise clients globally in the automotive, consumer goods, aerospace, industrial goods, life sciences, energy, construction, and transportation sectors. Following the principle of “Strategic vision. Smart implementation,” the management consultancy has a clear mission: generating competitive advantage based on measurable results—always with a focus on people.

manager magazin

manager magazin is the leading German-language medium for people who want to achieve something in and with the business world. Investigative research into German and international companies uncovers mismanagement and identifies key trends and relevant decision-makers at an early stage.

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