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AI expert Prof. Alexander Martin to become third Director at Fraunhofer IIS

Erlangen/Nuremberg: As of November 1, 2019, the Fraunhofer Institute for Integrated Circuits IIS is expanding its management. Prof. Alexander Martin will join what is now a three-member management team. He also holds the chair for industrial mathematics at the FAU Erlangen-Nürnberg and is head of the Supply Chain Services department at Fraunhofer IIS.



Prof. Martin has been named as an additional Director of Fraunhofer IIS.

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Prof. Alexander Martin, a renowned expert in artificial intelligence, especially mathematical optimization, is joining the management team of Fraunhofer IIS. The largest institute in the Fraunhofer-Gesellschaft has been growing its activities in this area for several years. Prof. Martin is currently setting up the ADA-Center at Fraunhofer IIS. ADA stands for “analytics, data, applications” and refers to the collection and analysis in particular of large amounts of data to improve existing processes and

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business models or develop new ones. To this end, the center works with methods of artificial intelligence (AI), machine learning and mathematical optimization.

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“AI, cognitive systems and machine learning are key to the future transformation of the economy and society. This involves a fundamental structural change in international commerce and in industrial value chains,” explains Prof. Reimund Neugebauer, President of the Fraunhofer-Gesellschaft. He adds, “With Prof. Martin joining the Fraunhofer IIS management team, we are continuing to expand our research in the strategically important field of artificial intelligence, and doing our part to ensure companies remain competitive in the future.”

Besides the technical management of the ADA-Center, Prof. Martin’s main focus is the Nuremberg site, where both the Positioning and Networks as well as Supply Chain Services divisions are located.

Prof. Martin was born in Memmingen, Germany, in 1965. He studied at the University of Augsburg, received his doctorate from the Technical University of Berlin and qualified there as a university lecturer. He was deputy head of the department “Optimization” at the Zuse Institute Berlin before being appointed to TU Darmstadt in 2000, where he was also vice president from 2008 to 2010. In 2010, he took over the chair for economy, discrete optimization and mathematics (EDOM) at the Friedrich-Alexander-Universität Erlangen-Nürnberg.

The “Positioning and Networks” and “Supply Chain Services” divisions

The Positioning and Networks division is developing wireless communications, positioning and identification technologies for connected digital applications in production, logistics, security, mobility and sport/fitness. It is also focusing on new data analysis techniques, employing methods of artificial intelligence and machine learning to provide recommendations for making decisions and taking action in complex environments.

Its scientists are working together with the Supply Chain Services division on future technologies and applications for the Internet of Things, Industry 4.0 and connected mobility.

The core competence of the Supply Chain Services SCS division is leveraging data to optimize business processes by combining economic methods and technological solutions with mathematical procedures and models: it designs data spaces for complete networked systems and rapidly deployable IoT prototypes, develops cutting-edge data analytics methods for specific applications, and supports the organizational and strategic implementation of the digital transformation.

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Overview of the management of Fraunhofer IIS

Executive Directors

- Prof. Albert Heuberger, Executive Director
- Dr. Bernhard Grill, Director with focus on Audio & Media Technologies
- Prof. Alexander Martin, Director responsible for the Nuremberg location (Positioning and Networks as well as Supply Chain Services divisions)

Deputy Directors

- Prof. Randolph Hanke, Deputy Director of the Institute
- Dr. Peter Dittrich, Deputy Director of the Institute

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The Fraunhofer-Gesellschaft is the leading organization for applied research in Europe. Its research activities are conducted by 72 institutes and research units at locations throughout Germany. The Fraunhofer-Gesellschaft employs a staff of over 26,600, who work with an annual research budget totaling 2.6 billion euros.

The Fraunhofer Institute for Integrated Circuits IIS in Erlangen is one of the world's leading application-oriented research institutions for microelectronic and IT system solutions and services. It is the largest of all Fraunhofer Institutes. Research at Fraunhofer IIS revolves around two guiding topics: In the area of "**Audio and Media Technologies**," the institute has been shaping the digitalization of media for more than 30 years now. Fraunhofer IIS was instrumental in the development of mp3 and AAC and played a significant role in the digitalization of the cinema. Current developments are opening up

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whole new sound worlds and are being used in virtual reality, automotive sound systems, mobile telephony, streaming and broadcasting.

In the context of "**cognitive sensor technologies**," the institute researches technologies for sensor technology, data transmission technology, data analysis methods and the exploitation of data as part of data-driven services and their accompanying business models. This adds a cognitive component to the function of the conventional "smart" sensor.

Around 1050 employees conduct contract research for industry, the service sector and public authorities.

Founded in 1985 in Erlangen, Fraunhofer IIS now has 15 locations in 11 cities: Erlangen (headquarters), Nürnberg, Fürth and Dresden, as well as Bamberg, Waischenfeld, Coburg, Würzburg, Ilmenau, Deggendorf and Passau. The budget of 165 million euros a year is mainly financed by contract research projects; 26 percent of the budget is made up of German federal and state funds.

For more information visit www.iis.fraunhofer.de

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