

## Access to Experts



**Max Siebert**

Smart Innovations and Smart Technology – BASF 4.0  
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Max Siebert works in BASF's senior project BASF 4.0, dealing with digitization in Innovation and Technology. Within the cluster Smart Innovation and smart Technologies his tasks include scouting outside BASF for digital technologies and digital businesses and their evaluation for potential use in the company. Additionally, he works on implementing digital technologies to enhance R&D processes. Before, he worked in central R&D of BASF SE on formulations for various industries, especially on formulations for electronics industry. Max Siebert holds several patents and a degree in chemistry from University of Marburg as well as a PhD from Johannes Gutenberg University of Mainz.

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