



MakoDays
2025



Professor Martin Hepp

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Martin Hepp, Professor of Web Science at the Universität der Bundeswehr in Munich and Hepp Research GmbH's CEO and Chief Scientist, invented the GoodRelations data model, which became the schema.org central e-commerce data model in 2012 and is now the backbone of numerous Google services. In collaboration with Makolab and other partners, he developed the official schema.org extensions for the automotive sector, hotels and other vertical industries.

Professor Hepp holds a PhD in business information systems from the University of Wuerzburg (Germany) and a master's degree in business management and



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business information systems. His key research interests are shared data structures at scale, including web ontology engineering at the technical, social and economical levels, conceptual modelling in general and data quality management. The author of over sixty academic publications, he has organised more than fifteen workshops and conference tracks on conceptual modelling, Semantic Web topics and information systems. He is a member of more than sixty conference and workshop programme committees. More information and publication listings are available at <https://www.heppnetz.de/>.



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