



**MakoDays**  
2025



## **Professor Martin Hepp**

CEO and Chief Scientist  
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Martin Hepp, Professor of Web Science and Digitalization at Universität der Bundeswehr Munich, holds a PhD in business information systems from the University of Wuerzburg and a master's degree in business management and business information systems. His key research interests are shared data structures at scale, including web ontology engineering at the technical, social and economic levels, along with conceptual modelling in general and data quality management. He developed the GoodRelations vocabulary for e-commerce, which is widely used by companies like Google, Yahoo, BestBuy, Kmart, Volkswagen and Renault, as well as many thousands of smaller businesses. He also directs the complete GoodRelations eco-system.



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The author of more than sixty academic publications, Professor Hepp has organised numerous workshops and conference tracks on conceptual modelling, Semantic Web topics and information systems. He is a member of over sixty conference and workshop programme committees, including the European Conference on Information Systems, the EKAW conference on knowledge engineering and knowledge management, the Extended Semantic Web Conference, the Institute of Electrical and Electronic Engineers Congress on Evolutionary Computation and the International Semantic Web Conference. He is also an associate editor of the International Journal on Semantic Web and Information Systems. More information and publication listings are available at <https://www.heppnetz.de/>.



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