



World of Data
18/09/2025 Basel
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Press Release

Extreme Sports Meets the World of Data:

Dani Arnold Announced as Keynote Speaker at World of Data 2025

Basel, May 28, 2025 – How do you find the right path in complex, unfamiliar situations? That question isn't just for mountaineers—it's just as relevant in today's most challenging data projects. At the World of Data (WoD) 2025 in Basel, world-renowned extreme mountaineer Dani Arnold will take the stage to share his unique perspective—blending breathtaking visuals, personal insights, and unexpected parallels to digital transformation.

Pushing Boundaries with Clarity and Precision

Known for his speed-climbing records on the Eiger, the Matterhorn, and the Grandes Jorasses, Swiss alpinist Dani Arnold is more than just a climber. He's a thinker and strategist—someone who assesses risks, makes critical decisions, and learns from setbacks. In his keynote, titled "*STEEP – TOUGH – FAST*", he brings over 20 years of extreme sports experience into the business world—in a way that's powerful, honest, and deeply inspiring.

"Whether you're hanging on a rock face or working with data—if you want to achieve something new, you have to be willing to leave familiar paths behind," says Arnold. "It's about having the courage to make decisions, maintaining a clear vision, and embracing uncertainty. The challenges may differ—but the principles are surprisingly similar."

Inspiration for Strategy, Transformation, and New Perspectives

In today's data-driven business environment, Arnold's talk offers a refreshing shift in perspective. What happens when you combine planning with intuition, boldness with precision, and curiosity with experience? That's exactly the space where innovation thrives—whether on a mountain or in a digital project.

The World of Data is intentionally designed to spark these kinds of insights. With Dani Arnold as keynote speaker, the event is about more than showcasing technologies and methods—it's about inspiring reflection on mindset, decision-making, and the willingness to explore new paths.

"We're incredibly excited to welcome Dani Arnold," says Caspar von Stülpnagel, Co-Managing Director of b.telligent Switzerland, the event organizer. "He challenges conventional thinking—something we urgently need in the world of data and AI: fresh ideas, clarity in the face of complexity, and the courage to stay open to innovation."

World of Data 2025: Exchange, Inspiration, Innovation

Alongside Dani Arnold's keynote, attendees can look forward to a diverse program featuring around 25 hands-on expert sessions, an exhibition with 10 leading technology partners, and extensive networking opportunities. World of Data is one of the DACH region's premier events for data analytics, AI, and digital business models.

At a Glance – World of Data 2025

- **Date:** September 18, 2025
- **Location:** Theater Basel
- **Attendees:** Approx. 450
- **Program:** Keynote, 25 practical expert talks, 10 tech partners, evening event
- **Tickets & Info:**
<https://www.worldofdata.com/en/ch/homepage>

Watch the official WoD 2025 trailer here:
[Trailer WoD 2025](#)



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About World of Data (WoD)

What began in 2014 as the “BI Congress” has since become one of the leading events in data analytics, AI, and consulting. World of Data brings together experts, decision-makers, and software providers for a day of networking and discussions on the latest topics and future trends in the data industry. Covering areas such as Big Data, IoT & Cloud,

Customer Intelligence, Data Science, AI, and Data Visualization, WoD has stood out from the beginning with practical presentations and case studies from top companies, high-level masterclasses, and engaging keynotes. Since 2023, World of Data alternates annually between Germany and Switzerland. At WoD 2024 in Munich, around 850 data enthusiasts from various industries were in attendance.

About b.telligent

smart data. smart decisions.

b.telligent is a technology-independent consultancy focusing on the optimization of digital and data-driven business processes as well as customer and supplier relationships. More than 400 employees work at ten locations in Germany, Austria, Romania and Switzerland for over 500 clients.

More at www.btelligent.com.



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