



From Entrepreneur to Market **Shaper**

Entrepreneurship

A digital entrepreneur since the early 2000s, starting in the print-on-demand sector. Multiple founder and business angel, today serving as CEO of Narravero.

Thomas L. Rödding

Pioneer in the field of Digital Product Passports.
Expert in AI and standardization.

Connected across key committees in business and standardization



EU



USA



CHINA

International coordination of AI and Digital Product Passport standardization: Liaison officer between the international standardization bodies for the Digital Product Passport and artificial intelligence.

European standardization of the Digital Product Passport: Co-Chair of the European committee developing the technical foundations for the Digital Product Passport.

German standardization: Vice-Chair of the German DIN/DKE committee on the Digital Product Passport.

Digital Economic Policy: Chair "Digital Innovation & Transformation", Economic Council NRW (Wirtschaftsrat)

Standards for Trade and Supply Chains: Member of the Expert Council of GS1 Germany and TextilWirtschaft.

International Standardization Cooperation: Contributor to the Sino-German Standardization Cooperation Commission (DCKN) and the Global Project Quality Infrastructure (GPQI).



TextilWirtschaft

All roles are held on a voluntary basis and performed in a neutral capacity.



Insights on international stages

GENEVA, SWITZERLAND

International Policy & Multilateral Forums

United Nations: Rödding **advises UN bodies** on the role of the Digital Product Passport as a key infrastructure for advancing EU Green Deal objectives, enabling transparency in global supply chains, and supporting the transition to a circular economy.

NEW YORK, USA

Transatlantic Dialogue & Climate Policy

Climate Week 2025: Through discussions, interviews, and panel appearances, Rödding **highlights** how the EU's Digital Product Passport is reshaping international markets, transatlantic supply chains, and the industrial dimension of climate policy.

BANGKOK, THAILAND

Industry, Trade & Technology in a Competitive Context

Techsauce Global Summit 2024 & 2025: **Speaker** at Southeast Asia's leading technology conference, highlighting the Digital Product Passport (DPP) as a new business infrastructure – covering requirements, opportunities, and its role in scaling international trade.

COPENHAGEN, DENMARK

Digital Identification & International Standards

AIDC Conference 2025: At the leading Nordic conference for Auto-ID, RFID, and IoT, Rödding **outlines** how international data standards and interoperable identification systems are becoming the foundation of digital product ecosystems.

Let's talk.

with Thomas L. Rödding

Interviews, quotes, or expert commentary? Get in touch with Inga. You'll receive a response within 24 hours.

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Recent Statements

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

"It (the Digital Product Passport) offers companies the opportunity to find a **different space for interaction than a data sheet"**

Thomas Rödding in Frankfurter Allgemeine Zeitung, 11 Sep 2026 (in German)

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TABLE Table.Briefings

The DPP acts "de facto like a **trusted source of truth".**

Thomas Rödding in Table.Briefings – Europe.Table, 19 Jul 2026

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TAGESSPIEGEL
BACKGROUND

"The Digital Product Passport will help determine **Europe's sovereignty"**

Thomas Rödding in Tagesspiegel Background, 23 Jul 2026 (in German)

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3sat **NANO HORIZONT**

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