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Veit Echterhoff is head of HR Strategy/Governance/Standards Department at thyssenkrupp Steel Europe AG. He is responsible for creating and further developing social und personnel policy. He graduated in economic education and received a doctoral degree based on the investigation of regional labour demands effected by demographic change. He gained scientific competences working as a researcher at the department for economic education at University of Duisburg-Essen for several years and made experiences in advising SME in human resource issues at the regional agency of lower Rhine on behalf of the Ministry of Labour in North Rhine-Westphalia. Veit Echterhoff is vice-chairman of the Focus Group “People” at the European Steel Technology Platform (ESTEP).