# Mr. Sebastian Posth

Sebastian is an entrepreneur and consultant in the cultural and creative industries with a focus on digital innovation and blockchain technology.

Sebastian started his professional career in book publishing, in 2005 he founded the first ebook distribution service in the German market.

Later he worked for arvato (Bertelsmann) and other media organisations on the intersection of business and technology.

Sebastian is co-initiator of the International Standard Content Code, convenor of the ISO working group on the ISCC, and co-founder and co-director of the ISCC Foundation, a not-for-profit organisation based in the Netherlands.