

Head of Marketing and Products



Daniel Betz, MBA

born 25.7.1981 in Freising

- thunderstorm expert
- product development at nowcast
- trained TV/radio announcer and voiceover artist
- native language German, business fluent in English and Spanish

Daniel Betz, son of the nowcast founder Prof. Dr. Hans-Dieter Betz, has shared his father's passion for nature and thunderstorm phenomena since an early age. He initially studied electrical engineering and then shifted to media management. Since 2011, he has been in charge of marketing and products at nowcast, which was founded in 2002. Meanwhile, he gained his Master of Business Administration in general management. Besides his technical expertise in thunderstorm and lightning detection, Daniel Betz is a trained TV/radio announcer and voiceover artist, which has made him an interview partner in high demand.

The LINET lightning-detection system, which has gained fame thanks to its patented 3D locating algorithm, has rapidly become the premium service provider in its sector. Thanks to ongoing further development of the technology, nowcast offers unique precision in locating lightning strikes and thunderstorms. At the latest count, nowcast gathers lightning data with 150 sensors in Europe and over 600 sensors worldwide. In Germany, the company's numerous and long-standing customers include Germany's National Meteorological Service, the Deutscher Wetterdienst (DWD), insurance companies such as Allianz, the German Federal Armed Forces and, internationally, national weather services, energy suppliers, aerospace operators, organizers of open-air events, theme parks, golf courses, shipping sector and airports. nowcast not only supplies its customers with real-time lightning data and the corresponding analyses, but also enables customers to acquire their own, independent, reliable lightning-detection systems (LINET systems) with complete hardware and software.

If you would like to engage Daniel Betz as an interview expert or studio guest, please call LOERKE Kommunikation on +49 40 30 99 799-0.

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