



Tobias P. Goebel

Freelance journalist and advisor on autonomous systems and AI · Boston, USA

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■ Profile

Tobias P. Goebel is a freelance journalist and advisor on self-driving vehicles, robotics and AI, based in Boston and working in German and English. Before going independent in 2025 he spent more than 20 years in enterprise software, moving from engineering and consulting to technical product marketing for conversational AI and IoT. He moved from Germany to the US in 2010.

■ Current work (independent since 2025)

- **TeslaTobi (German YouTube channel)**: commentary on autonomous driving, robotics and AI, mainly Tesla and its competitors.
- **TechTalkTobi (English YouTube channel)**: robotics, self-driving vehicles, and AI and society.
- Expert commentary, moderation and on-site event reports
- Paid advisory briefings on what autonomous driving systems do in US daily use and what national, EU and UNECE rules allow.
- Independent research on self-driving vehicle technology and systems; AI; robotics

■ Career highlights

- **KORE** – Senior Director, Product Marketing (promoted from Director in 2024); led global product marketing and built the team.
- **Twilio** – Principal Product Marketing Manager, IoT, from 2020; led the launch of Twilio Microvisor, a device builder platform, in late 2020. Twilio Magic Award, 2022.
- **Sparkcentral** – VP Product Marketing 2018-2019, business messaging for customer service.
- **Aspect (now Alvaria)** – 2014-2018; launched the Aspect Mobility program and from 2016 led the company's global chatbot and conversational AI initiative.
- **Voxeo** – sales engineering; created and ran a technical presales training for partners (2012). Two Voxeo Customer Obsession Awards.
- **VoiceObjects (Germany)** – partner consultant from 2003, helped build Postbank's phone banking portal; Program Manager in Engineering from 2007.
- Keynotes, industry panels and articles on conversational AI, IVR and chatbots for the contact center industry.

■ Education & Awards

Computational linguistics, computer science and general linguistics, in Bonn (University of Bonn, 1997–2003) and Edinburgh; graduated 2003. Finalist, GLDV award for the best thesis in computational linguistics (2003). CogX Award for Best Consumer Chatbot, London, 2018: “Margot the Wine Bot”, a sommelier chatbot for Lidl UK, built at Aspect, where Goebel was lead architect.