



Carsten Gieseler

CEO & Co-founder at fodjan

With his team, Carsten Gieseler is building digital livestock farming solutions that support the current and future decision makers in feeding.

Gieseler's brain is full of ideas to solve agri issues with innovative digital solutions. One idea was to simplify the calculation of feed rations which became the first web version of fodjan, an old German word for feeding. In 2014 together with three founders, Gieseler started the German-based IT solutions provider and online platform for feeding management.

Data and people come together on fodjan to manage the whole feeding process on the farm - from planning, to feeding and documentation, to smart analytics. Gieseler and his co-founders call themselves 'data-driven feeding enthusiasts' and thrive on the challenges of connecting cutting-edge digital technologies with real-life farms on a global scale.

Team fodjan creates individual, customizable software worlds with the right digital benefits for livestock farming. Through his involvement in agricultural policy committees and funding projects, Gieseler plays a key role in shaping the future of intelligent feeding in the farm animal industry.