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#dmexco #2017 #conference

Welcome to the show: Concentrated expertise at the dmexco Conference 2017

Sheryl Sandberg, Marc Pritchard, Sir Martin Sorrell, Alison Lewis, Bob Greenberg, Jack Dorsey, Margit Wennmachers — in line with the Conference motto, "Lightening the Age of Transformation", dmexco presents the first Conference stars of 2017. Exceptional momentum will also come this year from celebrities including Stewart Copeland (founder & drummer of the band "The Police") and Thomas Reiter (astronaut & ESA coordinator). You can find all the information and the complete dmexco Conference program (coming soon) at <http://dmexco.com/conference>.

The dmexco Conference 2017 will showcase the most important themes, brands, and thinkers of the digital business — and all of them will be on stage at unprecedented levels of diversity and quality! dmexco presents an initial selection of many other top speakers from the incomparable lineup of this year's Conference program.

Major ad spenders and agencies: Pure Business at dmexco

On all four of its program stages — in the Congress Hall, the Debate Hall, the Experience Hall, and the Motion Hall — dmexco will present all the leading representatives of the major globally operating advertisement spenders. They will include corporate decision-makers in Germany and abroad such as Marc Pritchard (CBO P&G), Alison Lewis (Global CMO Johnson & Johnson), Philipp Markmann (CMO L'Oréal Germany), Aline



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Associated Federation



Santos Farhat (EVP Unilever), Alessio Rossi (CDO Shiseido), Claudia Willvonseder (CMO Ikea Global), Jean-Marc Pailhol (Head of Global Market Management & Distribution Allianz), Pieter Nota (CEO Personal Health Businesses / CMO Philips), Susan Schramm (CMO McDonald's Germany), Marc Mathieu (CMO Samsung US), and Dieter May (SVP Digital Products & Services BMW). The global agency sector will be represented on the dmexco stages not only by many national representatives but also by the leading decision-makers of the most important international networks of agency and consulting firms. These will include Sir Martin Sorrell (CEO WPP), Bob Greenberg (founder, CEO & Chairman R/GA), Dana Anderson (CMO Medialink), Alicia Hatch (CMO Deloitte Digital), Michael Kassan (CEO & founder of MediaLink), Margit Wennmachers (partner of Andreessen Horowitz & co-founder of OutCast), Steve King (CEO Publicis Media), Nigel Morris (Chief Strategy & Innovation Officer Dentsu Aegis Network), Simon Mulcahy (CMO Salesforce), Paul Papas (Global Leader IBM Interactive Experience), Jean Lin (CEO Isobar), Daryl Lee (CEO UM Global), Carsten Thoma (founder & President SAP Hybris), and Sir John Hegarty (CEO & founder of BBH).

Digital brands, publishers, and further highlights

Valuable insights from the world of the leading digital brands and platforms will be offered by, among others, Sheryl Sandberg (COO Facebook), Jack Dorsey (Chairman & co-founder of Twitter), Jascha Kaykas-Wolff (CMO Mozilla), Tim Kendall (President Pinterest), Nicolas Darveau (Chief Search Evangelist Google), and Imran Khan (CSO Snapchat). A look at the current transformation process at publishing companies in particular will be provided by leading publishers such as Mark Thompson (CEO New York Times), Andy Bird (Chairman The Walt Disney Company), Julia Jäkel (CEO Gruner + Jahr), Miriam Meckel (publisher of Wirtschaftswoche), Philippe von Borries (founder of Refinery29), and Sabine Eckhardt (CCO ProSiebenSat1 Group). Top-class

enrichment and further highlights of the dmexco Conference 2017 will include performances by celebrities such as Stewart Copeland (founder & drummer of the band "The Police"), Thomas Reiter (former astronaut & ESA coordinator), David Meza (Chief Knowledge Architect NASA), Rachel Levin (Influencerin & YouTuberin RCL Beauty 101) and Shelley Zalis (CEO & founder of The Female Quotient). All of them will boldly present an unconventional perspective on current digital trends including artificial intelligence, influencer marketing, smart data, eSports, and the top theme of diversity & equality.

Christian Muche and Frank Schneider, dmexco: "Like dmexco itself, the variety of speakers and themes presented on the stages of the dmexco Conference has grown exponentially. In 2017, dmexco visitors can look forward to more expertise and more big names than ever before. That underscores the undisputed significance of dmexco far beyond national boundaries. dmexco is not only a leading national event and the one that's most relevant to business — today it's one of the four leading global events of the sector, next to CES, the Mobile World Congress, and the Cannes Lions. This year we are once again bringing together a multitude of the key decision-makers and strategists of the entire digital value chain — a group that is unparalleled terms of its scope and significance. The biggest brands, the most exciting personalities, the most influential women in our sector, and, last but not least, new themes and a number of additional highlights will be featured at this year's dmexco. Our visitors will have a hard time deciding what to do first, but they will have two days to experience dmexco, which has more to offer than any other industry event. We can already say with pride that we've succeeded in establishing dmexco in Germany as a show that is unique in the global digital business in terms of its scope and quality."



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About #dmexco

dmexco is the global business and innovation platform of the digital economy. It sets the digital agenda and acts as the driver of ideas and growth for national and international business through direct business deals, valuable new contacts, inspiring insights, and the evaluation of business ideas. dmexco stands for "Pure Business," brings together the key market participants from all over the world, and presents the most promising strategies, solutions, and trends from the field of marketing communications and technology. dmexco — the world's leading trade fair and conference of the digital economy.

The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy — BVDW) is the owner of the dmexco brand. With special assistance from the Circle of Online Marketers (OVK), the BVDW is also the conceptual and professional sponsor of the trade fair and conference.

dmexco is organized by Koelnmesse.

dmexco 2017 will be held in Cologne on September 13 and 14, 2017. You can find all the information about dmexco 2016, as well as photos, videos, and original audio material, at www.dmexco.com,

www.facebook.com/dmexco, <http://twitter.com/dmexco>, and
www.youtube.com/dmexcovideo.