

No. 1 / 2018 / Cologne, January 5

dmexco completes its management team: Dr. Dominik Matyka named Chief Advisor

dmexco is starting into 2018 with a new management team: Effective immediately, **Dr. Dominik Matyka**, an internationally successful entrepreneur, venture capitalist and startup founder, will become dmexco's Chief Advisor and will be responsible for the fields of Strategy & Conference. With this, he rounds out the management team at the world's leading exposition and conference for the digital economy. Also effective immediately, **Philipp Hilbig**, 36, responsible for planning and implementation on the dmexco team for several years and a Director since May 2017, will be joining the dmexco Board for Expo & Operations. As before, **Christoph Werner**, 43, Senior Vice President at Koelnmesse, is the third Board member responsible for the Digital Media, Entertainment and Mobility Division at Koelnmesse, to which dmexco belongs. This means that the positions on the dmexco Board, vacant since November 2017 following the separation of Koelnmesse from longstanding consultants Frank Schneider and Christian Muche, have been filled once more.

Dr. Dominik Matyka, 35, is a passionate entrepreneur, successful start-up founder and a venture capitalist with superb international connections. For instance, Matyka founded plista, the native advertising platform with operations in more than 20 countries, where he served as CEO till 2015 following the takeover of plista by WPP in 2013. He holds a Ph.D. in economics, has been involved in the launch of a number of start-ups and now serves as an angel investor and consultant via u25 ventures, and as founder and partner of the institutional venture-capital firm Cavalry Ventures.

"With a proven track record as a digital expert and trend-setting protagonist in the industry, Dominik Matyka, is a perfect fit for dmexco. He brings with him many years of experience, a broad international network and the innovativeness it takes to successfully develop dmexco together with the entire management team," noted Gerald Böse, President and Chief Executive Officer of Koelnmesse.



SEPTEMBER 12 & 13, 2018
COLOGNE
www.dmexco.com

Your contact for questions:
Christian Faltnin

Tel.
+49 8946 133 46 23

e-mail
dmexco@cocodibu.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Katharina C. Hamma
Herbert Marner

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and
place of jurisdiction: Cologne
District Court Cologne, HRB 952

Conceptual and professional
sponsor:



„Together with the new leadership team, we are looking forward to a successful dmexco 2018. Koelnmesse and the BVDW will continue to deepen their content-related cooperation, so that dmexco will remain the highlight in the event calendar of the global digital economy also this year“, says Matthias Wahl, President of the German Association of the Digital Economy (BVDW e.V.). The BVDW is the ideational and professional partner of dmexco as well as owner of the trade mark. Page 2/2

„dmexco is a strong brand and has been established as one of the top events of the international digital economy. I am particularly pleased to actively develop the outstanding successful work of the previous nine years as a consultant of Koelnmesse“, said Dr. Dominik Matyka.

About dmexco

dmexco is the global business and innovation platform of the digital economy. It sets the digital agenda and as an engine for ideas and growth it drives the national and international economy: With direct business deals, valuable new contacts, inspirational insights and the evaluation of business ideas. This is how dmexco stands for “Pure Business”, connecting key market participants from all over the world and presenting the most promising strategies, solutions and trends from marketing communications & technology. The German Association for the Digital Economy (BVDW e.V.)- with the special participation of the Circle of Online Marketers (OVK) - is ideational and professional partner of dmexco and the owner of the trade mark. dmexco is organized by Koelnmesse.

dmexco 2018 will take place in Cologne on September 12 and 13, 2018. All information, along with photos, videos and the original sounds of dmexco 2017, can be found at www.dmexco.de, www.facebook.com/dmexco, www.twitter.com/dmexco and www.youtube.com/dmexcovideo.