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**#dmexco #conference #2016**

## **dmexco Conference 2016 proudly presents: Anderson, Dorsey, Goldin, Armstrong, Bulcke, Cox, Smith, Sorrell and many more international C-level decision-makers**

**Unique know-how, top speakers, and high-grade exclusivity at international C-level: With a unique conference program and a high-caliber gathering of brands over two days, dmexco 2016 will become the central business and innovation platform of the global digital economy. Outstanding personalities, corporate executives of the biggest advertisers, digital brands, agency networks, publishers, and creative masterminds will be coming from all over the world and from every sector in order to present the latest trends and innovations at dmexco and discover new business potential. There has been no comparable event in Germany to date that covers all industry segments so compactly and at the same time so comprehensively. Starting at the end of July, the complete conference program will be available online at [www.dmexco.com/program](http://www.dmexco.com/program) – first speaker highlights can be found at [www.dmexco.com/speakers](http://www.dmexco.com/speakers).**

Whether it is in the big halls, exclusive seminars, and intense work labs, or on the Start-up Stage or the new stages of the Motion Hall and the Experience Hall, at dmexco the key trends for the entire economy will become visible. In the high-powered conference program for 2016, top C-level decision-makers, visionaries, and leading experts from every segment of the global digiconomy



[www.dmexco.com](http://www.dmexco.com)

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Katharina C. Hamma  
Herbert Marner

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

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

Associated Federation



will show what is possible in daily business operations, what trends and innovations are becoming important, and how companies can further optimize their business.

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### **Welcome to the big show: Top global advertisers and agencies**

The leading corporate decision-makers from almost all of the top 25 advertisers in the global economy will be at dmexco 2016 — as participants as well as speakers. They will include top national and international corporate representatives such as Paul Bulcke (CEO, Nestlé), Dana Anderson (CMO, Mondelez), Dr. Jens Thiemer (Vice President Marketing, Mercedes-Benz), Bruno Sälzer (CEO, Bench), Sophie Blum (VP EMEA & India, Procter & Gamble), Dirk Arnold (Vice President BMWi and Electro Mobility, BMW), and Julia Goldin (CMO, Lego). Valuable insights will be presented on the dmexco stages by the global CEOs of the most important agency networks, ranging from Sir Martin Sorrell (CEO, WPP) to Yannick Bolloré (CEO, Havas), Henry Tajer (Global CEO, IPG Mediabrands), Steve King (CEO, Publicis Media), Mainardo de Nardis (CEO worldwide, OMD) and Lindsay Pattison (Global CEO, Maxus) to Stephen Allan (Global CEO, Mediacom).

### **Digital brands, publishers, and creative masterminds**

Reports on the future-oriented visions and strategies of the leading digital brands and platforms will be presented by the top executives of the most important global digital brands — such as Jack Dorsey (cofounder & CEO, Twitter), Shane Smith (CEO & founder, VICE Media), Chris Cox (Chief Product Officer, Facebook), Sridhar Ramaswamy (SVP of Ads & Commerce, Google), Matthew Luhn (Story Supervisor, Pixar), Imran Khan (Chief Strategy Officer, Snapchat), Carolyn Everson (VP Marketing Solutions, Facebook), Susan Smith Ellis (SVP & CMO, Getty Images), David Kenny (General Manager, IBM Watson), James Quarles (Global Head of Business and Brand Development, Instagram), Rik van der Koi (Corporate VP, Microsoft Search Advertising), Tim Armstrong (CEO, AOL), Tim Kendall (President, Pinterest),

Lisa Utzschneider (CRO Yahoo), and Seth Dallaire (VP, Amazon). The leading publishers of the global digiconomy who will be showing how the international media sector is bursting into the digital age will include Julia Jäkel (CEO, G+J), Frank Cooper (CMO + CCO, BuzzFeed), Kerry Taylor (SVP, Youth and Music, Viacom International & CMO, Viacom UK), Jacki Kelley (COO, Bloomberg Media), Meredith Levin (CRO, New York Times), and Linda Yaccarino (Chairman of Advertising Sales & Client Partnerships, NBCUniversal). The many opportunities offered to creative high-potential people in an increasingly technology-based world will be highlighted at dmexco by international creative masterminds such as David Sable (CEO, Young & Rubicam), Peter Gocht (Global Executive Creative Director, Serviceplan), Colleen deCourcy (Global CCO, Wieden+Kennedy), and Michael Conrad (President, Berlin School of Creative Leadership).

**Christian Muche and Frank Schneider from the dmexco team:** "The sensational concentration of absolutely top-level decision-makers from the leading companies of all the relevant areas of the digital economy emphasizes the high status that dmexco has reached. This year the visitors at dmexco will see numerous well-known C-level executives on stage in Europe for the first time. Through this high-powered line-up and the broad range of topics we offer, we will more than live up to our claim of being the leading global business and innovation platform. dmexco connects the real economy with visionary trends and defines the commercial potential of tomorrow through direct business deals, valuable new contacts, the evaluation of business ideas, new standards for the digital economy, maximum value creation, and concrete added value. The visitors coming to dmexco can look forward to a dazzling array of innovative topics, new formats, visionary thinkers, and leading brands. It is a fact that such profound knowledge by so many top-level decision makers has never been available to such a large audience, before. Our advice to everyone is to plan to be at dmexco all day on both days, in order to experience as many of the sessions as possible."



#dmexco #Conference #2016 presents: First top C-level decision-makers such as Bulcke, Anderson, Dorsey, Smith & Sorrell

[www.dmexco.com/speakers](http://www.dmexco.com/speakers)



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### **About #dmexco**

dmexco is the global business and innovation platform of the digital economy. It connects the real economy with visionary trends and defines the commercial potential of tomorrow. Within a few years, dmexco has developed into the pioneer of the digital transformation. Today it is the engine of growth that is driving the global digiconomy forward by means of direct business deals, valuable new contacts, the evaluation of business ideas,

new standards for the digital economy, maximum value creation, and concrete added value. dmexco — the leading global trade fair and conference of the digiconomy.

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

You can find all the information about dmexco 2016 (September 14 and 15 in Cologne), as well as photographs, videos, and audio material from dmexco 2015, at [www.dmexco.de](http://www.dmexco.de), [www.facebook.com/dmexco](http://www.facebook.com/dmexco), <http://twitter.com/dmexco>, and [www.youtube.com/dmexcovideo](http://www.youtube.com/dmexcovideo).