

**DIGITAL MARKETING**



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**EXPO & CONFERENCE**

**2020**

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# Conference Guide



# Studio

Wednesday, September 23, 2020 (Day 1)

10:00-10:10 EN Studio 1

## DMEXCO @home Opening

Dominik Matyka (Chief Advisor at DMEXCO), Gerald Böse (President and Chief Executive Officer at Koelnmesse GmbH), Matthias Wahl (Präsident at Bundesverband Digitale Wirtschaft (BVDW) e.V.)

10:11-10:28 EN Studio 1

## Protecting Access to Opportunity

David Fischer (CRO at Facebook Inc.)

10:13-10:31 EN Studio 2

## The future of Influencer Marketing – How can this still young discipline scale from 8 to 30 billion \$ market volume until 2025?

Jan Homann (CEO & Founder at eqolot (formerly blogfoster GmbH))

10:29-10:50 EN Studio 1

## Digital Transformation - the new Normal

Nikolaus Röttger, Thomas Jarzombek (Federal Government Coordinator of German Aerospace Policy at Ministry for Economic Affairs and Energy)

10:30-10:56 EN Studio 3

## Corona...What's Next?! 3 Perspectives on the New Normal

Florian Haller (CEO Serviceplan Group at Serviceplan Group SE & Co. KG), Doris Rosenauer (Senior Consultant Business Development at GfK SE), Erik Friemuth (Group Chief Marketing Officer & Managing Director TUI Hotels&Resort at TUI AG), Stefan Messerknecht (Managing Partner at hmmh multimediahaus AG)

10:32-10:50 EN Studio 2

## Future of fashion e-commerce - what are the major trends for the next years to come?

Tarek Müller (Co-Founder & Managing Director at ABOUT YOU GmbH), Doro Gelmar

10:51-11:15 EN Studio 1

## Leading Attitude to Action

Alicia Tillman (Chief Marketing Officer at SAP)

10:51-11:09 EN Studio 2

## Livestream Shopping

Maryam Ghahremani (CEO at Bambuser AB)

10:57-11:13 EN Studio 3

## Outcomes vs. Monitoring: How to cultivate trust for the next phase of remote work

Andrew Filev (Founder & CEO at Wrike)

11:10-11:34 EN Studio 2

## E-commerce in times of Corona

Jenny Gruner (Director Digital Marketing at Hapag-Lloyd AG), Ines Imdahl (CEO & FOUNDER at Lönneker & Imdahl rheingold salon GmbH & Co KG), Božena Nawara-Borek (eCommerce Manager Europe/CEEMEA at SWAROVSKI), Eva Reitenbach (Managing Director at oddity jungle GmbH), Jeannette Rohwer-Kahlmann (Head of E-Commerce & Customer Care at Philip Morris GmbH), Monika Schulze (Head of Direct and Partnerships at Zurich Insurance Company Ltd)

11:14-11:33 EN Studio 3

## PAYBACK Programmatic – Offline transactions and online advertising join forces with 1st party data

Benedikt Schmitt-Homann (Director Programmatic at Payback), Alexander Weißenfels (Country Manager Germany at Adform)

11:16-11:28 EN Studio 1

## Why attitude matters

Alexander Birken (Chairman of the Executive Board and Chief Executive Officer at Otto Group)

11:29-11:42 EN Studio 1

## It pays to be positive - How brands can help build an optimistic future

Louise Richardson (Director of Marketing at Pinterest)

11:34-11:51 EN Studio 3

## Innovation is dead.

Debbie Vavangas (IBM Garage Global Lead, VP - Global Business Services, IBM at IBM iX)

11:35-11:53 EN Studio 2

## The 5 Cluster Influencer KPI Framework. From 1 to 5 dimensions based on KPIs

Sebastian Niemann (COO at eqolot (formerly blogfoster GmbH))

11:43-12:00 EN Studio 1

## DNI 2.0: Diversity & Innovation

Chris Denson (Founder at Crush Industries), Jennifer Sarah Boone (Moderator, Presenter at Jennifer Sarah Boone)

11:52-12:10 EN Studio 3

## Times of change - The role of innovation and digital leadership

Tino Krause (Country Director DACH at Facebook Inc.)

11:54-12:12 EN Studio 2

## The Douglas Journey: From an omnichannel retailer to a one-stop-shopping platform in beauty

Vanessa Stützle (Chief Digital Officer at Parfümerie Douglas GmbH)



12:00-12:24 EN Studio 1

## The All-Digital Customer

Adam Blitzzer (EVP Digital at Salesforce), Zach Kramer (Vice President & General Manager at Sonos)

12:11-12:28 EN Studio 3

## The Power of Listening Differently

Jessica Nordlander (COO at Thoughtexchange), Paula Tripp (Director, Foundational Consumer Insights at McDonald's)

12:12-12:30 EN Studio 2

## Facebook on the age of 'Discovery Commerce'

Kai Herzberger (Group Director DACH & EMEA - Commerce, VC & Disruptors at Facebook Inc.)

12:29-12:47 EN Studio 3

## Screenforce presents Fireside Chat: Video advertising effectiveness: Why advertising on TV, YouTube, Facebook or Instagram has such a different impact

Karen Nelson-Field (Founder & CEO at Amplified Intelligence)

12:30-12:42 EN Studio 2

## Misinformation online: why brands need to deliver official answers in search

Howard Lerman (CEO & Co-Founder at Yext)

12:32-12:50 EN Studio 1

## 10 REASONS WHY OOH IN 2020

François-Xavier Pierrel (Group Chief Data Officer at JCDecaux)

12:42-13:00 EN Studio 2

## How Customer Data Platforms (CDPs) help companies drive results in challenging times

Tom Treanor (Global Head of Marketing at Treasure Data)

12:48-13:04 EN Studio 3

## Why a flexible workplace will benefit employees, companies and cities

Nikolay Kolev (Managing Director Northern & Central Europe at WeWork)

12:51-13:09 EN Studio 1

## A New Approach to Digital: Presenting the First Holistic Data Landscape of the Digital Universe.

Martin Andree (CEO & Founder at AMP), Timo Thomsen (VP Product & Innovation at GfK SE)

13:00-13:24 EN Studio 2

## Mastering Customer Signals in the Experience Economy

Dan Ram (Moderator at IAMDanRam), Nate Skinner (Global Marketing Leader at Oracle Cloud CX)

13:05-13:18 Studio 3

## Do Your Experiences Delight?

Lindsay McEwan (Vice President and Managing Director EMEA at Tealium)

13:10-13:28 EN Studio 1

## Why now is the time to accelerate your digital marketing

Jason Spero (Vice President, Global Business at Google)

13:20-13:34 EN Studio 3

## Purpose. Launch. Connect. Leading the way to your community.

Jolanta Baboulidis (Country Director at Twitter Germany)

13:25-13:43 EN Studio 2

## Leading teams & supporting customers: marketing in a pandemic

Tifenn Dano Kwan (CMO at Dropbox), Andy Wilson (Director, Media at Dropbox)

13:29-13:41 Studio 1

## The Evolution of Touchpoints: How WSJ | BG is Creating Digital Momentum

Nikolaus Röttger, Josh Stinchcomb (Global Chief Revenue Officer Media and Marketing at Dow Jones)

13:35-13:55 EN Studio 3

## From Cyber Security to Cyber Immunity

Eugene Kaspersky (Chief Executive Officer at Kaspersky), Nikolaus Röttger

13:42-14:00 EN Studio 1

## State of Digital: Insights from 7,000 Digital Leaders and their Customers to Help You Lead Through Change

Martin Kihn (SVP, Product Strategy, Marketing Cloud at Salesforce)

13:45-14:45 Studio 2

## BVDW Challenge Award

Timucin Guezey (Managing Director at Mindshare), Aljoscha Höhn, Marcus Veigel (Geschäftsführer at cynapsis interactive GmbH), Julia Exner (Director Digital Marketing & Field, EMEA at Otis)



14:01-14:18 EN Studio 1

## How our expectations of digital experiences have been accelerated

Iván Markman (Chief Business Officer at Verizon Media)

14:06-14:25 EN Studio 3

## Digital Customer Experience: Why Every Enterprise Should Think Differently

Ragy Thomas (Founder &amp; CEO at Sprinklr)

14:18-14:36 EN Studio 1

## Your Friendly Neighbors: Why Advertisers Need Hackers

Russell Handorf (Principal Threat Intelligence Hacker at White Ops)

14:26-14:45 EN Studio 3

## Unleashing the \$166.3 Billion Opportunity: Shifting Linear TV Buyers to CTV

Mark Zagorski (CEO at DoubleVerify)

14:37-14:50 EN Studio 1

## Microsoft's culture transformation

Steve Clayton (Chief Storyteller at Microsoft Corporation)

14:45-15:03 EN Studio 2

## The End of Winning: Why We Must Learn to Lose (Without Becoming a Loser)

Tim Leberecht (CEO at House of Beautiful Business)

14:46-14:59 EN Studio 3

## Resolving data complexity: How to treat customers as individuals

Neill Brookman (Director of Solutions Engineering, EMEA at Treasure Data)

14:51-15:09 EN Studio 1

## Evolving Diversity and Inclusion in unprecedented times

Maxine Williams (Chief Diversity Officer at Facebook Inc.), Nina Strassner (Head of Diversity &amp; Inclusion at SAP Germany)

15:00-15:17 EN Studio 3

## Private Parts: The Surprising Role of AdTech in the Rise of Memetic Warfare

Maggie Louie (CEO at DEVCON | JavaScript Security)

15:04-15:28 EN Studio 2

## Transformation, New Work & Leadership

Oliver Kaltner (CEO at ROOM Europe), Sabine Eckhardt (Chief Executive Officer, Central Europe at Jones Lang LaSalle SE), Petra von Strombeck (CEO at NEW WORK SE)

15:10-15:28 EN Studio 1

## It starts with TikTok

Stuart Flint (Head of Global Business Solutions, Europe at TikTok)

15:18-15:40 EN Studio 3

## Changing patterns, changing future: News, Trust and Advertising

Maximilian Weigel (Managing Director Germany at Verizon Media)

15:29-15:47 EN Studio 1

## Traveling Salesman instead of Customer Journey - Why e-commerce must come to the customer - and not vice versa

Christian M. Sailer (CEO at Weltbild GmbH &amp; Co. KG), Tobias Buxhoidt (Founder &amp; CEO at parcelLab GmbH)

15:29-15:47 EN Studio 2

## Media Communication in the New Reality

Tina Beuchler (Global Head of Media &amp; Agency Operations at Nestlé), Nikolaus Röttger

15:41-15:54 EN Studio 3

## WHAT'S PREVENTING YOU FROM DELIVERING GREAT CUSTOMER EXPERIENCE

Sophie Crosby (SVP, Product Management at Salesforce)

15:48-16:06 EN Studio 2

## Red Tsunami - How China Tech changes the way we learn, work and lead

Mark Wächter (Mobile Strategy Consultant at MWC.mobi), Shiwei Li (President at Tencent Cloud Europe)

15:48-16:00 EN Studio 1

## Equality, Now

Shelley Zallis

15:55-16:11 EN Studio 3

## The CMO's Digital Dilemma

Douglas Bell (Global Chief Marketing Officer (CMO) at Searchmetrics GmbH)



16:00-16:24 EN Studio 1

## Privacy and security in our new normal

Nikolaus Röttger, Garry Kasparov (Avast Security Ambassador at Avast), Ondrej Vlcek (CEO at Avast)

16:07-16:25 EN Studio 2

## Harness the power of change: What comes after the COVID-19 pivot

Jeff Titterton (CMO at Zendesk, Inc.)

16:12-16:25 EN Studio 3

## New Work. New Rules.

Marc T. Nicolaisen (Director Customer Experience at Steelcase)

16:25-16:43 EN Studio 1

## Resilience through Creativity on Instagram

Grace Kao (Head of Global Business Marketing for Instagram at Facebook Inc.)

16:26-16:44 EN Studio 2

## Reimagine what's possible with DJI

Ferdinand Wolf (Creative Director and Head of DJI Studio Europe at SZ DJI Technology Co., Ltd.)

16:26-16:34 EN Studio 3

## The ONE Campaign: Advocacy in a virtual world

16:35-16:45 EN Studio 3

## Risky Business: The Real Cost of Ignoring Marketing Fraud

Bethann Noble (Head of Product Marketing at White Ops)

16:44-17:02 DE Studio 1

## Linda Zervakis über Podcasts: Gefühl statt Definition

Linda Zervakis, Saruul Krause-Jentsch (Head of Studios DACH at Spotify), Sven Bieber (Head of Ad Sales Deutschland at Spotify)

16:45-17:03 EN Studio 2

## Trustworthy Payments: how to keep your customers and bottom-line secure

Roelant Prins (Chief Commerce Officer at Adyen), Martin Meyer-Gossner (Moderator at The Strategy Web GmbH)

16:46-17:11 EN Studio 3

## Marketplaces 2020: Insights into a global (r)evolution

Oliver Lucas (Founder & Managing Director at ecom consulting GmbH), Oliver Prothmann (President at Bundesverband Onlinehandel e.V.), Christian Driehaus (Co-founder at gominga eServices GmbH), Carine Moitier (Founder & Managing Director at Cross-Border Commerce Europe)

17:03-17:21 EN Studio 1

## Podcasts: This is just the beginning...

Tobias Bauchhage (Managing Director & Co-Founder at Studio Bummens GmbH), Nick Quah (Founder at Hot Pod Media)

17:04-17:22 EN Studio 2

## The future of work and collaboration based on cloud computing

Aaron Levie (CEO at Box), Nikolaus Röttger

17:12-17:37 EN Studio 3

## Leaving 2020 behind – Future perspectives of the European start-up ecosystem

Rouven Dresselhaus (Founder & Managing Partner at Cavalry Ventures Management GmbH), Dan Ram (Moderator at IAmDanRam), Edward Roussel (Chief Innovation Officer at Dow Jones/ Wall Street Journal), Oscar Escalante (Startup Unit at KölnBusiness Wirtschaftsförderungs-GmbH)

17:22-17:33 EN Studio 1

## Video Content: There is Always Time for Good Storytelling

Vivian Opsteegh (General Manager Films & Content at MediaMonks)

17:23-17:41 EN Studio 2

## How to build a \$1 billion content strategy

Jeremy Connell-Waite (Sustainability & Climate Leader at IBM iX)

17:34-17:58 EN Studio 1

## Now is the Time to Get CTV Advertising Right

Emma Newman (Chief Revenue Officer, EMEA at PubMatic), Jeff Quandt (Head of Programmatic Partnerships at Pluto.tv), Mike Fisher (VP Advanced TV at Essence), Eric John (Deputy Director, Video Center of Excellence at IAB)

17:38-17:50 Studio 3

## European start-up ecosystem - A View from London

Louise Conolly-Smith (Head of Creative at London & Partners)

17:42-18:00 EN Studio 2

## How to expand your customer demographics during COVID-19 and how the pandemic has shifted consumer behaviour

Deena Bahri (Chief Marketing Officer at StockX), Juliette Tafreschi (Interviewer at Sportswear International)



17:51-18:02 EN Studio 3

## User-driven product development, powered by text analytics

Maurice Gonzenbach (Co-Founder at Caplena), Kilian Hughes (Director Research & Insights at Joyn GmbH)

17:59-18:12 EN Studio 1

## How the Corona Update with Prof. Drosten is Shaping the Future of Podcasting

Norbert Grundel (Head of programming N-JOY / Head of Audiolab THINKRADIO at Norddeutscher Rundfunk, N-JOY)

18:03-18:14 EN Studio 3

## How to succeed in China with a platform and big data- driven approach

Fabian von Heimburg (Co founder / Managing Director at Hotnest Technology)

18:13-18:31 EN Studio 1

## Going virtual. Reimagining business as usual

Anita Caras (Research Director at Verizon Media), Mark Melling (Head of RYOT Studio EMEA // 5G Lead EMEA at Verizon Media)

18:15-18:26 DE Studio 3

## Gewinnbringende Touchpoints schaffen mit Programmatic Printing

Johannes van de Loo (General Manager at SmartCom GmbH)

18:22-18:40 EN Studio 2

## Trust is the new marketing currency

Manuel Tönz (Customer Experience Advisor SAS at SAS Institute GmbH)

18:27-18:37 DE Studio 3

## PIM als Basis für B2B und B2C Commerce – wir zeigen Lösungen für hochgradig komplexe Anforderungen

Markus Rohmeyer (CPO - Product Management at novomind AG), David Kimont (Senior Consultant at PRISCA GmbH)

18:32-18:44 EN Studio 1

## Postproduction Advertising: The Future Is Now

Stephan Beringer (CEO at Mirriad Advertising plc)

18:38-18:57 EN Studio 3

## Creating Compelling Branded Content During COVID

Michael Toedman (Principal Consultant & Advisor at Spark Creative), Jeff Harbach (President & CEO at Kauffman Fellows), Albert Samuels (CEO & Founder at Spark Creative)

18:41-18:59 EN Studio 2

## There is No New Normal - what's the future hold for modern marketing?

Chris Babayode (Managing Director at MMA EMEA), Keith Moor (CMO at Camelot UK)

18:44-18:56 EN Studio 1

## Fan Engagement Before, During, and After a Live Stream

Ty Roberts (Co-founder at FanTracks)

18:57-19:15 EN Studio 1

## The Future of Media: A Conversation between Alexandra Bruell and Christian Juhl

Christian Juhl (Global CEO at GroupM)

18:58-19:09 EN Studio 3

## Predictive Supply Side Analytics for Aviation Aftermarket B2B Companies

Jens Peder Pedersen (CEO at Beep Analytics ApS)

19:00-19:18 EN Studio 2

## Biking to Success: Creating a seamless Omnichannel Customer Experience

Thomas Spengler (Chief Customer Officer at Internetstores Group), Daniel Renggli (Director CX Marketing Northern Europe at Oracle)

19:10-19:21 EN Studio 3

## Navato-Die Evolution in der Nanotechnologie

Miriam Janke (Cofounder at NAVATO WIRAG Holding ApS)

19:16-19:40 EN Studio 1

## Worlds In Upheaval

Thomas Koch (Founder at The DOOH Consultancy), Ralf Heuel (Owner & CCO at Grabarz & Partner Werbeagentur GmbH), Christof Baron (Media For Excellence: Media Consultancy for Strategy and Activation), Isabelle Schnellbügel (Chief Strategy Officer at Ogilvy)

19:19-19:40 EN Studio 2

## No Wrong Answers: Make or Break a Customer's Trust in a Brand

Wendi Sturgis ("Chief Client Officer, CEO of Yext Europe" at Yext)

19:22-19:32 EN Studio 3

## How to make "Sustainability = Everybody's Everyday Business", for Branding Pro's & Investors

Frederik Rubens Mortensen (CEO at 'hoodHeroes)



19:33-19:44 EN Studio 3

## Better and easier PICTHTRAINING with the Pitcherific pitch tool

Lauge Rasmussen (CEO at Pitcherific.com)

19:41-19:59 DE Studio 1

## Klimawandel und Journalismus: Wie spannend ist die Katastrophe?

Leonie Bremer (Fridays for Future), Felix Dachsel (Editor-in-Chief VICE at Vice)

19:44-19:57 EN Studio 3

## How to outperform competition with a "performance first, brand second" attitude

Dr. Dennis Schmoltzi (Founder &amp; CEO at Emma – The Sleep Company)

19:58-20:02 DE Studio 3

## Vorstellung der sourc-e GmbH

Lucas Scherer (CEO at sourc-e GmbH)

20:00-20:18 EN Studio 2

## From Text Links to Native Social - The Evolution of Native Advertising

Klaus Ludemann (VP, Native at Outbrain)

20:00-20:18 DE Studio 1

## Alliances for a greater balance

Julia Jäkel (CEO at Gruner + Jahr GmbH), Nikolaus Röttger

20:03-20:12 DE Studio 3

## Chameleon - Die intelligente Digitalisierungslösung des betrieblichen Gesundheitsmanagements

Niklas Hoffmann (Head of Business Development at Chameleon)

20:13-20:22 DE Studio 3

## KI-gestützte Dokumentenverarbeitung und Prozessautomatisierung

Miriam Winkler (Marketing &amp; Sales Managerin at Evy Solutions GmbH)

20:19-20:37 EN Studio 2

## Consumer Bonding in the Digital Economy

David Bell (Co-founder at Idea Farm Ventures), Justin Wang (CEO &amp; Co-founder at LARQ)

20:19-20:37 EN Studio 1

## What's next? Brand communication and e-commerce in times of crisis

Chris Schneider (Director Strategy at pilot Agenturgruppe)

20:23-20:28 DE Studio 3

## Digitalisierung von kleinen lokalen Unternehmen

Malte Hendricks (Co-Founder at LOLOCO)

20:29-20:31 EN Studio 3

## Recover - a secure & convenient solution for events during Covid-19. GDPR compliant and transparent

Jan Kus (CEO at Recover), Tim Schneider (CEO at Recover)

20:32-20:36 EN Studio 3

## How TwoReach the digital eSports & Streaming world

Hannes Eitel (Co-Founder at TwoReach GmbH)

20:37-20:47 DE Studio 3

## World of VR - Company, Products & Services

Suhail Ahmad (Leitung Business Development &amp; Individuelle Kundenlösungen at World of VR GmbH)

20:38-20:56 EN Studio 1

## The future is in dialogue

Peter Kabel (Founding Partner at Asian E-Commerce Alliance), Harald Behnke (Director CX Strategy EMEA at ORACLE)

20:38-21:02 EN Studio 2

## Future Urbanization and How OOH Advertising will Have a Critical Role

Anna Bager (President, Chief Executive Officer (CEO) at Out of Home Advertising Association if America), William Eccleshare (Chairman and Worldwide CEO of Clear Channel Outdoor Holdings, CEO of Clear Channel International at Clear Channel Outdoor), Jeremy Male (Chairman, Chief Executive Officer (CEO) at OUTFRONT Media), Jean-François Decaux (Co-Chief Executive at JCDecaux SA)

20:48-20:56 EN Studio 3

## How to lead a leisure start-up through the Corona crisis

Pétur Müller (Co-Founder at dynAmaze)

20:57-21:05 EN Studio 3

## Making your startup investable - Build your business with focus and become investor ready

Michail Kosak (Co-Founder &amp; Head of Global Community at DueDash)



21:03-21:21 EN Studio 2

## The Marketing Accountability Void

Chad Engelgau (CEO at Acxiom), Arun Kumar (Chief Data and Marketing Technology Officer at Interpublic Group of Companies)

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21:06-21:09 DE Studio 3

## CFgO – ein CFO to go für digitale Unternehmen

Till Buttermann (CEO & Co-Founder at CFgO)

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21:16-21:34 EN Studio 1

## Screenforce presents Lecture: International comparison of Video advertising: USA, UK, Australia, Germany, Austria, Switzerland

Karen Nelson-Field (Founder & CEO at Amplified Intelligence)

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21:22-21:40 EN Studio 2

## Fighting Adtech Gravity: How Publishers Can Generate Yield and Combat Complexity

Mark Bausinger (Director, Publisher Business Development at DoubleVerify)

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21:35-22:00 DE Studio 1

## Game Changer – über Haltung auf und abseits des Platzes

Hans-Joachim Watzke (Geschäftsführer at Borussia Dortmund GmbH & Co. KGaA), Michael Lohscheller (CEO at Opel Automobile GmbH), Nikolaus Röttger

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# Studio

Thursday, September 24, 2020 (Day 2)

10:00-10:17 EN Studio 3

## How Zoom Became an Internet Phenomenon

Janine Pelosi (Chief Marketing Officer at Zoom Video Communications), Nikolaus Röttger

10:00-10:18 EN Studio 2

## Red Tsunami - How China's Mobile First Society challenges marketing

Mark Wächter (Mobile Strategy Consultant at MWC.mobi), Ashley Galina Dudarenok (China marketing expert, Founder at ChoZan & Alarice)

10:00-10:13 EN Studio 1

## Responsible AI

Sophia Velastegui (Chief Technology Officer, Artificial Intelligence at Microsoft Corporation)

10:14-10:38 EN Studio 1

## ARTIFICIAL INTELLIGENCE: THE BEAUTY OF DATA

Michael Scharff (CEO & Co-founder at Evolv Technology Solutions, Inc.), Anastasia Leng (CEO at CreativeX), Philipp Karmires (Vice President & Chief Digital Officer at Linde plc)

10:18-10:37 EN Studio 3

## Taking Fashion from Physical to Digital.

Shivang Desai (CEO | CTO at Bigthinx)

10:19-10:37 EN Studio 2

## Jägermeister - Marketing First Mover aus Tradition!

Johannes Diebig (Marketing Cloud AVP at Salesforce), Felix Jahnen (Digital Transformation Meister at MAST-JÄGERMEISTER SE)

10:38-10:49 EN Studio 3

## Evolve Customer Journeys to Customer Freedom and Better Serve Your Customers

Geert Leeman (Chief Operating Officer at SAP Customer Experience)

10:38-11:02 EN Studio 2

## Beyond Advertising: broadening the business of the Internet

Claire Hughes Johnson (Chief Operating Officer at Stripe, Inc.)

10:39-10:57 EN Studio 1

## Meet the Moment with Product-Led Growth

Suyog Deshpande (Head of Product Marketing at Amplitude, Inc.)

10:50-11:11 EN Studio 3

## Shifting gears at E.ON: Leading a customer-driven business transformation for sustainable growth

Volker Mayr (Senior Vice President Digital Sales & Partnerships at E.ON Energie Deutschland GmbH)

10:58-11:10 EN Studio 1

## Bringing Light to the Blackbox - The Idea Behind AlgorithmWatch

Nikolaus Röttger, Matthias Spielkamp (Executive Director at AlgorithmWatch)

11:03-11:15 Studio 2

## Time for change: Challenges for the agency market

Martin Meyer-Gossner (Moderator at The Strategy Web GmbH), Kristian Meinken (Managing Director at pilot Agenturgruppe)

11:11-11:23 EN Studio 1

## Searchmetrics drops SEO

Matthew Colebourne (Chief Executive Officer (CEO) at Searchmetrics GmbH)

11:12-11:31 EN Studio 3

## E-Commerce First: How Brands Need to Approach Advertising Online

Link Walls (Vice President, Digital Marketing Strategy at ChannelAdvisor)

11:15-11:33 EN Studio 2

## TikTok, Influencer Marketing, Content Commerce: How we keep reinventing Digital Publishing.

Tatjana Biallas (Managing Director International at gofeminin.de GmbH), Nikolaus Röttger

11:24-11:36 EN Studio 1

## Next level of impact research: Using AI to increase the potential impact of TV commercials

Karin Immenroth (Chief Data & Analytics Officer, Data & Audience Intelligence at Mediengruppe RTL Deutschland), Marc Egger (Mediengruppe RTL Deutschland)

11:32-11:46 EN Studio 3

## Matching the Pace of Customer Change with Real-Time Experiences

Des Cahill (Group Vice President, Product Management at Oracle)

11:34-11:52 Studio 2

## YouTube. Video for Everyone.

Andreas Briese (Managing Director YouTube Germany & Central Europe at Google)



11:37-11:55 EN Studio 1

## Have Lunch or be Lunch. Customer relevance and business success through new brand and marketing understanding

Tim Alexander (Chief Marketing Officer & Chief Experience Officer at Deutsche Bank AG)

11:47-12:08 EN Studio 3

## The Empathy Unlock

Mark Murray Jones (Chief Strategy Officer EMEA at OMD), Gina Ramson-Williams (Chief People Officer EMEA at OMD)

11:56-12:08 EN Studio 1

## Don't Make Ads. Make TikToks.

Thomas Wlazik (Managing Director, Global Business Solutions DE at TikTok)

11:58-12:22 EN Studio 2

## Collective Protection: 10 Trillion ways to protect the advertising ecosystem from fraud

Michael Tiffany (President & Co-Founder at White Ops)

12:09-12:23 EN Studio 3

## Bringing 2030 to 2020. How can businesses survive and thrive?

Loren Padelford (VP & GM Shopify Plus at Shopify Plus)

12:10-12:28 EN Studio 1

## Social Media at ALDI Nord: From Instagram to Tik Tok

Sabine Zantis (Managing Director Marketing & Communications at ALDI Einkauf GmbH & Co. OHG)

12:23-12:41 Studio 2

## 5 Key Principles to Being a TUNED in Marketer

Laura McHenry (Senior Director of Marketing EMEA at Tealium)

12:24-12:44 EN Studio 3

## How NLP and AI Have Changed Search — and Your Website — Forever

Marc Ferrentino (Chief Strategy Officer at Yext)

12:29-12:47 EN Studio 1

## Tik Tok: When The Hype Becomes Normality

Samantha Bergmann (CEO at Sesamy Agency), Fabian Ouwehand (Founder at UPLAB), Martin Meyer-Gossner (Moderator at The Strategy Web GmbH)

12:42-12:49 EN Studio 2

## Data For Good: How to drive positive impact for consumers and society through data (and the unintended consequences of wrong regulations)

Luiz Barros (Global Marketing Vice President for Data, Media & Digital Products at Anheuser-Busch InBev), Rodrigo Cunha (Global Director, Digital Ethics at Anheuser-Busch InBev)

12:45-13:00 EN Studio 3

## The evolution of media: How engineers & technologists are shaping the future

Robyn Peterson (CTO at CNN), Doro Gelmar

12:47-12:59 EN Studio 1

## The future of mobile entertainment

Rami Saad (Head of International Content Partnerships at Snap Inc.)

12:49-13:01 EN Studio 2

## IBM Garage: How digital innovation can be achieved virtually

Holger Horn (IBM iX Leader DACH at IBM iX)

13:00-13:18 EN Studio 1

## KLM's Social Advertising journey in an evolving landscape.

Metten de Vries (Team Lead Social Commerce at KLM Royal Dutch Airlines), Kristo Ovaska (Co-Founder and CEO at Smartly.io)

13:01-13:17 EN Studio 3

## Dataset/Toolset/Skillset/Mindset - The key ingredients to building a successful data driven business.

David Keens (Principle Marketing Technologist at Acxiom UK), Tracy YoungLincoln (EVP of Global Client Solutions & Success at Kinesso)

13:01-13:21 EN Studio 2

## Facebook's commitment to safety – a look behind the scenes

Angelika Gifford (VP Central Europe at Facebook Inc.)

13:19-13:37 EN Studio 1

## Digital Control for Europe - Redirecting the flow of advertising spending

Jan Oetjen (CEO at I&I Mail & Media Applications SE)

13:22-13:34 EN Studio 2

## Making Privacy Work For You: Taking Advantage of the post-3rd party cookie/MAID-GDPR-CCPA-era

Sachiko Scheuing (European Privacy Officer Acxiom, Co-Chairwoman FEDMA at Acxiom Deutschland GmbH)



13:35-13:59 EN Studio 2

## Sustainable Advertising in a Privacy-Centric World

Townsend Feehan (CEO at IAB Europe), Aruna Sharma (Group VP, Lead Counsel Global Privacy & Tech, Data Protection Officer at Xandr), Stephanie Hanson (Offering Manager at OneTrust), Achim Schlosser (CTO at European netID)

13:38-13:56 EN Studio 1

## How Eintracht Frankfurt became the most successful Bundesliga team on Social Media

Nikolaus Röttger, Jan Martin Strasheim (Head of Communication at Eintracht Frankfurt Fußball AG)

13:40-13:51 EN Studio 3

## Redefining Search Marketing

Mateusz Dreła (Managing Director at Zeropark)

13:52-14:18 EN Studio 3

## Future forecast: What readership trends tell us about the future of advertising, globally, in a post-COVID world?

Adam Singolda (CEO at Taboola), David A Steinberg (CEO at Zeta Global)

13:57-14:21 EN Studio 1

## The Trailblazer's Guide to Get More From Digital

Shannon Duffy (EVP Cloud Marketing at Salesforce), Ken Dayley (VP, Global Direct to Consumer at Popsockets)

14:00-14:18 EN Studio 2

## Future readiness of brands

Nikolaus Röttger, Goetz Trillhaas (Managing Director DACH at Snap Inc.)

14:19-14:36 EN Studio 3

## Customer interaction as a trump card in marketing - 5 Big Bets on the future of CRM & Service

Andreas Mahl (Director, Central EMEA Marketing at Zendesk)

14:19-14:37 EN Studio 2

## Build Brilliant Brands - Marketing in an ever-changing world

Nicola Mendelsohn (Vice President for Europe, Middle East, and Africa at Facebook Inc.), Dean Aragon (CEO at Shell Brands International AG), Sylvia Mulinge (Chief Customer Officer at Safaricom PLC)

14:22-14:40 EN Studio 1

## Reaching new audiences to become the number one in e-mobility

Nikolaus Röttger, Jochen Sengpiehl (Chief Marketing Officer at Volkswagen Passenger Cars)

14:37-14:53 EN Studio 3

## Move at the Speed of Technology: The 3 Pillars to Succeed in a Fast-Changing Market

Saranya Babu (SVP of Marketing at Wrike)

14:38-14:56 EN Studio 2

## Attitude matters - as individuals, as a society and as a brand

Bettina Fetzer (Vice President Marketing at Mercedes-Benz AG)

14:41-14:59 EN Studio 1

## Understanding how people move through the real world

Dennis Crowley (Co-founder & Executive Chairman at Foursquare Labs, Inc.), Nikolaus Röttger

14:54-15:07 EN Studio 3

## How to take your brand viral on TikTok

Philipp Wolff (CEO at Truemates GmbH)

14:57-15:09 EN Studio 2

## Supply Path Optimization - improving your supply efficiency and transparency

Ramona Reuters (Senior Sales Manager Supply at Verizon Media)

15:00-15:24 EN Studio 1

## Spreading positivism in the creative industry

Mark Read (CEO at WPP), Martin Meyer-Gossner (Moderator at The Strategy Web GmbH)

15:08-15:13 EN Studio 3

## Attitude matters

Maria Ferraro (Chief Financial Officer at Siemens Energy)

15:10-15:28 EN Studio 2

## The Community Playbook for Brands & Businesses

Tina Sharkey (Founder and former CEO at Brandless)

15:25-15:43 EN Studio 1

## Building and Leading with an Empathy Imperative

Jacob Andreou (VP of Product at Snap Inc.)



15:29-15:47 EN Studio 2

## From Fortnite to Food: the content evolution of Twitch

Walker Jacobs (Chief Revenue Officer at Twitch)

15:35-15:46 EN Studio 3

## Listen-Learn-Love: Customer Centric Digital Transformation

Grad Conn (CXO at Sprinklr)

15:44-15:59 EN Studio 1

## Attitude & Digitization as relevant impacts for press freedom

Maria Ressa (CEO &amp; Executive Editor at Rappler.com), Nikolaus Röttger

15:47-16:06 EN Studio 3

## The Evolving Ads Ecosystem: Building for Personalization and Privacy

Iva R. Zaharieva (Business Product Marketing, Signals &amp; Delivery EMEA at Facebook Inc.)

15:48-16:06 EN Studio 2

## Modern Marketing in a Connected World

Greg Stuart (CEO at Mobile Marketing Association), Deborah Wahl (CMO at General Motors)

16:00-16:23 EN Studio 1

## TikTok Superstars!

Philip Papendieck (CEO at Intermate Media GmbH), Dalia Mya Schmidt-Foß, David Roland (Brand Partnerships Leader Deutschland – Global Business Solutions at TikTok), Alisa Sijoka (Intermate Media GmbH)

16:07-16:19 EN Studio 2

## Customer Centricity as a Problem Solver? Insights from the Fashion Industry

Gonçalo Cruz (CEO at PlatformE)

16:07-16:20 EN Studio 3

## Screenforce presents Statements: The voices of the market: Why TV and BVOD are more effective than social media platforms

Kirsten Latour (OWM board member and Head of Media &amp; Brand Communication MCM Klosterfrau at MCM Klosterfrau), Manfred Kluge (Chairman DACH Omnicom Media Group at Omnicom Media Group), Klaus-Peter Schulz (Chairman and Managing Director OMG Organisation of Media Agencies Germany at OMG e.V. (Organisation der Mediaagenturen))

16:20-16:44 EN Studio 2

## The 5-Star Effect: How the Age of Social Validation Has Forever Changed the Customer - Business Relationship

Kuidler Akani (Global Chief Digital Officer at Yves Rocher), Glenn Manoff (Chief Brand and Communications Officer at Trustpilot A/S), Florian Huebner (CEO &amp; Co-Founder at uberall GmbH)

16:21-16:34 EN Studio 3

## Yet another cookieless targeting solution. This time: for real

Kay Schneider (Senior Vice President at ShowHeroes), Patrick Jähnichen (Director Product and Data Science at ShowHeroes)

16:24-16:37 EN Studio 1

## Influencers & the future of social media: Shoppable Content

Maddie Raedts (Founder &amp; CCO at IMAgency B.V.)

16:35-16:50 EN Studio 3

## The Cookieless World - First-Party Data for the Future

Julia Beizer (Chief Product Officer and Global Head of Digital at Bloomberg Media)

16:42-16:52 EN Studio 1

## How PURELEI made it to a popular love brand

Alisa Maria Jahnke (Co-Founder at PURELEI GmbH)

16:45-16:57 EN Studio 2

## Consumer mindsets shifting and what this means for advertisers and marketers

Sibel Boner (Head of Commercial Partnerships CEE, Germany, Austria at BBC Worldwide)

16:51-17:02 EN Studio 3

## Privacy and Performance Don't Have to be At Odds - New Frontiers of Performance Measurement

Dan Slivjanovski (CMO at DoubleVerify)

16:53-17:11 Studio 1

## Warum Personal Branding heute einen so hohen Stellenwert hat

Torben Platzer (Branding- und Social Media-Experte at TPA Media GmbH)

16:58-17:16 EN Studio 2

## FC Bayern Munich: How to improve the Fan Experience with Digital Solutions

Stefan Mennerich (FC Bayern München AG: Direktor und Prokurist Medien, Digital und Kommunikation FC Bayern Digital &amp; Media Lab GmbH: Vorsitzender der Geschäftsführung at FC Bayern München AG)

17:12-17:22 EN Studio 1

## Learn of attainable innovations to deliver Customer Reach

Liz Heller (Managing Partner at Membrain), Brendan Dorrian (Custodian at Rarely Heard Voices)



17:17-17:35 EN Studio 2

## Democratizing Data: How IT and Marketing Work Together to Support Digital Transformation at Scale

Tyler Pietz (Senior Vice President, Global Data at MightyHive), Thomas Beetschen (Global Tech Director Media, Digital, Consumer Experiences at Mondelēz International)

17:23-17:41 EN Studio 1

## Sweet Streams Are Made Of These

Adam Harris (Global Head, Brand Partnership Studio at Twitch Interactive)

17:25-17:45 EN Studio 3

## Driving Outcomes via Next-Gen Measurement

Elliot Roston (Head of Account Management, Publishers & Platforms, EMEA at Oracle Data Cloud)

17:36-17:54 EN Studio 2

## Conversational Marketing at Beiersdorf: Global rollout in 8 months with LoyJoy

Martin Böhm (Chief Digital Officer at Beiersdorf AG)

17:42-18:00 DE Studio 1

## Hat TikTok Potenzial für soziale Debatten? Wir sagen ja am Beispiel von #BlackLivesMatters

Adil Sbai (CEO & Co-Founder at weCreate GmbH), Onkel Banjou

17:55-18:13 EN Studio 2

## Enterprise Experiences as the North Star to guide business transformation

Matt Candy (Global Managing Partner at IBM iX), Katina Sostmann (Design Principal & Executive Creative Director at IBM iX)

18:00-18:18 EN Studio 1

## Long Live the Big Screen!

Won-Jin Lee (Executive Vice President and Global Head of Smart TV Business in Visual Display Division at Samsung Electronics), Dan Ram (Moderator at IAmDanRam)

18:14-18:38 EN Studio 2

## Car Manufacturing 2.0 – The Revolution of an Industry

Thomas Ingenlath (CEO at Polestar AB)

18:19-18:31 DE Studio 1

## The State of German Gaming Industry

Jens Kosche (game – Verband der deutschen Games-Branche e.V.)

18:32-18:44 EN Studio 1

## Evolution of a super hero

Sharad Devarajan (Co-Founder at Graphic India / Liquid Comics)

18:39-18:51 EN Studio 2

## Urban Mobility: The Future of Mobility on Two Wheels - Is Biking the Future?

Leonhard von Harrach (CEO at nextbike GmbH)

18:45-18:57 EN Studio 1

## Opportunities in gaming for advertisers

Candice Mudrick (Head of Market Analysis at Newzoo)

18:52-19:16 EN Studio 2

## Battling Your Inner Imposter

Cathy O'Dowd, Kerrie Finch (Founding Partner at futurefactor), Laura Seraydarian (Executive Director at Boulder Center for Resilience), Bernice Feller-Thijm (Inclusion Strategist, Team Performance Coach & Founder at JustB)

18:58-19:10 EN Studio 1

## eFootball at DFB

Leonie Zeyen (Product Manager eFootball at Deutscher Fußball-Bund GmbH)

19:10-19:28 EN Studio 1

## Reduction To Complexity

Martin Meyer-Gossner (Moderator at The Strategy Web GmbH), Christian Hindennach (Chief Commercial Officer at Sky Deutschland GmbH)

19:20-19:38 EN Studio 2

## Driving innovation for the greater good - how Delivery Hero and ShareTheMeal are using technology to help donate meals across the globe.

Sigrid Dalberg-Krajewski (Director, Global Corporate Communications at Delivery Hero SE), Mufadal Jiwaji (Head of Marketing at ShareTheMeal at the UN World Food Programme)

19:29-19:47 EN Studio 1

## The Current State of eSports

Jennifer Sarah Boone (Moderator, Presenter at Jennifer Sarah Boone), Milan Cerny (Director of Strategic Partnerships at SAP), Stephan Schröder (SVP Global Brand Partnerships EMEA at ESL Gaming GmbH)

19:39-19:57 EN Studio 2

## The New Normal - Climate Neutral Companies Become the Norm

Anna Alex (Co-Founder & CCO at Planetly), Dan Ram (Moderator at IAmDanRam)



19:47-20:04 EN Studio 1

## Marketing and Advertising Adaptation: Lessons from the COVID-19 Consumer Gaming Report

Agatha Hood (Head of Global Advertising Sales at Unity Technologies)

19:58-20:22 EN Studio 2

## Tech for Good - Meet the Makers

Max Gimpel-Henning (Head of Sales & Marketing at Green City Solutions GmbH), Inas Nureldin (Founder & Managing Director at Tomorrow GmbH), Clemens Feigl (Head of Marketing at Pacific Garbage Screening), Susanne Scheerer (Learning & Tech Expert at Grace Accelerate Female Entrepreneurship)

20:05-20:29 EN Studio 1

## Brand Suitability: The new Brand Safety?

Liesbeth Mack-de Boer (Managing Director Central Europe at Outbrain), Philipp von Hilgers (CEO at meetrics)

20:23-20:41 EN Studio 2

## How startups & VCs redefine business success while contributing value to society

Thy-Diep Ta, Sohaila Ouffata (Director of Platform BMW i Ventures at BMW i Ventures)

20:30-20:50 EN Studio 1

## What's Coming Next

Ralph Simon (Chairman &amp; Chief Executive Officer at Mobilium Global Limited)

20:42-20:54 EN Studio 2

## Hey (German) Food Industry Show Us Your Numbers

Abigail Damberg (Sustainability Specialist at Oatly)

21:00-21:10 EN Studio 1

## Entertainment in the "new normal" - New approaches of the global music industry

Dominik Matyka (Chief Advisor at DMEXCO), Mousse T

21:10-22:00 Studio 1

## Mousse T. live presented by MAD//Fest & DMEXCO

Mousse T



# Workshops

## Wednesday, September 23, 2020 (Day 1)

10:00-10:30 EN Workshop 2

### Meet the Snapchat Generation

Denise Mancinone (Brand Marketing Manager at Snap Inc)

10:00-10:30 DE Workshop 5

### DRYKORN goes Shopware 6 – B2B-Commerce mit Zukunft

Niklaas Leniger (Key Account Manager at shopware AG), Korbinian Scherer (Head of E-Commerce at DRYKORN)

10:00-10:30 DE Workshop 3

### Twitch for Beginners

Burkhard Leimbrock (Commercial Director Europe at Twitch Interactive)

10:00-10:30 EN Workshop 1

### Level up your partnerships with TikTok Creators

Julien Wettstein (Head of Creator Solutions, EU at TikTok), Thao Le Minh (Creator & Content Strategist at TikTok)

10:00-10:45 DE Workshop 6

### Bring your own Data: Erfolgreich eigene Daten mit Machine Learning aktivieren und den ROI verbessern

Reemda Tieben (Head of Data Activation at Google), Frederic Pfister-Burgbacher (Data Activation Specialist at Google), Alexander Frank (Technical Specialist at Google), Jörg Hösel (Customer Solutions Engineer at Google)

10:00-10:30 DE Workshop 4

### Erfolg ohne Cookies? So steigern Sie mit People-based Marketing die Effizienz digitaler Aktivitäten

Marco Hassler (Senior Principal Consultant at Namics – A Merkle Company)

10:35-11:05 EN Workshop 2

### Keeping consumers and businesses safe on Facebook

Nadine Neubauer (Product Marketing Manager, Facebook, DACH at Facebook), Johannes Baldauf (Public Policy Manager DACH at Facebook)

10:35-11:05 DE Workshop 3

### TikTok Masterminds

Philip Papendieck (CEO at Intermate Media GmbH), Charles Bahr (Brand Partnerships Manager at TikTok)

10:35-11:05 EN Workshop 1

### Audio Hype - How brands make themselves heard

Ric Scheuss (Managing Director at TRO Music, Sound and Voice for Brands), Yamina Grossmann (Frankfurter Allgemeine Zeitung)

10:35-11:05 EN Workshop 4

### Efficiency with Big Data - the benefits of Marketing Automation with Adobe.

Nataschia Pasero (Head of Business Consulting, Digital Marketing at IBM iX)

10:35-11:05 EN Workshop 5

### How retailers & brands can unlock the full potential of their ecommerce platform

Bob Rockland (CCO at CODE (Shopify Plus Agency)), Christian Salza

10:50-11:35 EN Workshop 6

### Beyond Cookies

Oliver von Wersch (Founder and CEO at vonwerschpartner Digital Strategies), Arne Kirchem (Media Director D A CH & NORDICS at Unilever), Timucin Guezey (Managing Director at Mindshare), Jin Choi, Rasmus Giese, Bernd Fauser, Alexander Gösswein

11:10-11:40 EN Workshop 5

### Time to cut the crap: Why your media measurement is leading you astray!

Claudia Gelbe (Kantar Domain Expert at KANTAR), Maren Seitz (Senior Director, Head of Media at KANTAR), Markus Eberl (Senior Director, Kantar Analytics Practice at KANTAR)

11:10-11:40 EN Workshop 1

### 4 Reasons Search is the Most Critical Issue for your Brand in 2020

John Watton (VP EMEA Marketing at Yext)

11:10-11:40 DE Workshop 4

### Using NPS to Exceed Customer Expectations in Re-Commerce

Felix Schlenker (Head of Sales at zenloop GmbH), Heiner Kroke (CEO at Momox GmbH)

11:10-11:40 DE Workshop 3

### Attitude matters: Wie Unternehmen digital Haltung zeigen

Markus Kempf (Director Corporate Marketing & Communications at pilot Agenturgruppe)

11:10-11:40 DE Workshop 2

### hmmh (& SAP): Expert Talk: Die Zukunft von B2B Serviceportalen

Markus Haydl (Senior Manager Business Development at hmmh), Sascha Meißner (Leiter Digitale Kundenservices at ALBA Management GmbH), Sven Olev Müller (Global Head of Schaeffler REPERT Garage Services at Schaeffler), Peter Niemeyer (Partner Field Engagement Director SAP Customer Experience at SAP)

11:40-12:25 DE Workshop 6

### Digitalisierung von Messen und Events - Ein Erfahrungsaustausch für B2B Marketer

Julia Oppelt (Head of marconomy at Vogel Communications Group), Dominik Heigemeier (Head of Market Communication at Festo Vertrieb GmbH & Co. KG), Doris Beckmann (Geschäftsführerin at ngn - new generation network GmbH), Christopher Boss (Executive Director Exhibitions at NürnbergMesse GmbH)



11:45-12:15 DE Workshop 4

## State of the Art Search: SEO, SEA & Content Marketing - Strategie, Technik und Umsetzung

Lara Marie Massmann (Senior Consultant - Digital Marketing at Claneo GmbH), Matthäus Michalik (Managing Director at Claneo GmbH)

11:45-12:17 EN Workshop 3

## The Future of MarTech: closing the gap between Insights and Action

Rusty Warner (VP, Principal Analyst at Forrester), Ricardas Montvila (Snr. Director, Global Strategy at Mapp Digital)

11:45-12:15 DE Workshop 1

## So funktioniert datenbasiertes Werben mit netID Login

Alwin Viereck (Head of Programmatic, Ad Technology & Product at United Internet Media), Sven Bornemann (Vorstandsvorsitzender at European netID Foundation), Daniel Dagehus (Vorstand at ADITION technologies), Tobias Wegmann (Chief Technical Officer at PREX Programmatic Exchange), Roland Oberländer (Senior Solutions Consultant at Index Exchange)

11:45-12:15 DE Workshop 2

## Customer Centricity im E-Mail-Marketing made by myToys und Episerver

Marius Kahlert (Business Consultant at Episerver GmbH)

11:45-12:15 EN Workshop 5

## Super easy localization of webshops

Christine Wetzl (Head of Marketing and Sales at Across Systems GmbH)

12:20-12:50 DE Workshop 2

## Targeting und Personalisierung über digitale Kanäle: Actionable Insights mit interaktiven Dashboards

Martin Clark (Geschäftsführer at Apteco GmbH)

12:20-12:50 DE Workshop 3

## Willkommen zurück! Strategische Kunden-Reaktivierung der Witt-Gruppe

Anja Ehbauer (E-Mail Marketing Managerin at Witt-Gruppe), Dominik Ruppert (Campaign Assistant E-Mail Marketing at Witt-Gruppe)

12:20-12:50 DE Workshop 4

## Warum Growth ohne Personalisierung nicht möglich ist: CRO Experten im DMEXCO-Verhör

Michael Witzenleiter (Managing Director DACH at Kameleoon GmbH)

12:20-12:50 DE Workshop 5

## Kontext und Content - die Zukunft des Targetings

Bastian Döring (VP Global Sales at ShowHeroes), Ann-Christin Lehmann (LichtBlick)

12:20-12:50 DE Workshop 1

## Der Online-Werbemarkt in Deutschland (OVK Marktzahlen)

Kathrin Theurig (Referentin Online-Vermarkterkreis (OVK) at Bundesverband Digitale Wirtschaft (BVDW) e.V.), Thomas Duhr (Vizepräsident des Bundesverbands Digitale Wirtschaft (BVDW) e.V. und Executive Vice-President Interactive at IP Deutschland GmbH), Abdelkader Barjiji (Senior Vice President Product Management Digital & Data at Ströer Digital Media)

12:30-13:15 DE Workshop 6

## #WeilWirDichLieben - Wie die Berliner Verkehrsbetriebe mit Social Listening Marken-Attribute messen

Michael Beer (Head of Strategic Marketing, Sales and Research at Berliner Verkehrsbetriebe (BVG)), Mona Szyperski (Marketing Manager DACH at Talkwalker), Katrin Löwendorf (Senior Manager Strategic Marketing and Communications at Berliner Verkehrsbetriebe (BVG)), Tania Stach (Senior Solutions Consultant at Talkwalker)

12:55-13:25 DE Workshop 3

## Neue Wege beim Mediaeinkauf - Wie Sie eine datenbasierte Marketing-Strategie mit Native-Advertising umsetzen

Daniel Holm (Head of Sales, D/A/CH at Outbrain), Sebastian Denzin (Gründer & Inhaber at SaphirSolution)

12:55-13:25 EN Workshop 4

## Unwrap Social Advertising: How to Prepare for the Holiday Season

Markus Bayer (Senior Customer Success Manager at Smartly.io)

12:55-13:25 EN Workshop 2

## How BSH Home Appliances implemented unified global campaign reporting to drive marketing ROI and efficiency - from anywhere

Jonathan Beeston (Product Marketing Director, UKI & EMEA, Salesforce Datorama at Salesforce Datorama), Roman Rubinski (Media Analyst, BSH Home Appliances at BSH-Group)

12:55-13:25 DE Workshop 1

## Digital Trust - neue Ansätze für mehr Transparenz im Digital Advertising?

Pierre Gauthier (Executive Committee Member at IAB France at Board Member at IAB Europe), Claudia Gröner (Bereichsleiterin Produkte & Planungsdaten, International Affairs at AGOF), Björn Kasprng (Vice President Product Management at Ströer Digital Media GmbH), Sabrina Sallach (Referentin Digital Advertising at Bundesverband Digitale Wirtschaft (BVDW) e.V.)

12:55-13:25 DE Workshop 5

## Reinvent your tools - Unkonventionelle Einsätze in Ihrer digitalen Strategie

David Ondracek (Senior Software Architect at BAYOONET AG / BAYOOTEK), Ekaterina Ruzhekova (Chief Operating Officer at BAYOONET AG / BAYOOTEK)

13:20-14:05 DE Workshop 6

## Beyond Commerce - Wo Commerce, Marketing & Service nahtlos ineinandergreifen

Christian Blattgerste (Sales Manager SAP Customer Experience at SAP), Kai-Tat Man (Presales Expert for SAP Customer Experience at SAP)

13:30-14:00 EN Workshop 5

## The New Frontiers of Fraud

Dimitris Theodorakis (Head of Detection at White Ops)







13:30-14:00 DE Workshop 1

## Marke vs. Performance: Erfolgsfaktor Full-Funnel-Marketing

Caroline Schmitt (Director Marketing & E-Commerce Deutschland at Douglas), Matthias Maurer (CEO at la red), Kathleen Schied (Head of Marketing at Mast-Jägermeister), Stefan Mohr (COO at Argonauten), Claudia Schebesta (Referentin Digitalagenturen at Bundesverband Digitale Wirtschaft (BVDW) e.V.)

13:30-14:00 EN Workshop 3

## Born to be Digital: Marketing to Gen Z

Wiebke Leffers (Customer Strategist at Falcon.io), Patrick Weinhold (Leitung Social Media at ARD-aktuell | Tagesschau)

13:30-14:00 DE Workshop 2

## Voice enabled Sampling: Produktprobenversand erfolgreich durch Sprache aktivieren und umsetzen

Frank Bachér (Geschäftsleiter Digitale Medien at RMS Radio Marketing Service GmbH & Co. KG), Elmar Stein (Leiter Digital Sales at RMS Radio Marketing Service GmbH & Co. KG), Julika Podracki (Campaign Manager D-A-CH at Bahlsen GmbH & Co. KG), Andreas Fuhlich (Managing Partner at Mediaplus Hamburg GmbH & Co. KG)

13:30-14:00 DE Workshop 4

## Kunden bei Kauflaune halten im E-Commerce? Mit Print-Mailings ganz einfach.

Dirk Görtz (Vice President Dialogmarketing at Deutsche Post)

14:05-14:35 DE Workshop 3

## Antworten statt blauer Links: User Intent erkennen und Conversion Rate durch KI erhöhen. Ein Use Case aus der Evangelischen Kirche im Rheinland

Tobias Dahm (Senior Vice President, Central Europe at Xext), Ralf Peter Reimann (Internetbeauftragter at Evangelischen Kirche im Rheinland)

14:05-14:35 EN Workshop 5

## How-to Go Beyond Marketing to Deliver Engagement Across Every Touchpoint

Chris O'Hara (VP, Product Marketing at Salesforce)

14:05-14:35 DE Workshop 2

## So geht's: YouTube

Anna Lorenz (Video Sales Lead at Google), Henning Schulte (Video Lead at Google), Imke Michaelis (Industry Manager, Consumer Brands at Google), Steffen Huttmacher (Video Sales Lead at Google)

14:05-14:35 EN Workshop 4

## Programmatic Beyond Identity

Paulina Koroschetz (Senior Account Manager, Marketplace at Xandr), Mia Sari (Manager, Solutions Consulting at Xandr)

14:05-14:35 DE Workshop 1

## Digitale B2B-Marktplätze heute: Schaffen wir mit Plattformen „Made in Europe“ (noch) die Aufholjagd?

Martina Bergmann (Vice President Digital Products and Web Solutions at Messe Frankfurt Exhibition GmbH), Oliver Bohl (Direktor Digitale Kanäle at KfW Bankengruppe), Ellen Kuder (Vice President DACH at AfterPay, Arvato Financial Solutions), Alexander Knorn (Global Head of Digital at ZF Group)

14:10-14:55 EN Workshop 6

## Should we still be talking Mobile-First? Let's discuss best practices for Mobile-Centric Marketing

Niko Thielsch (RVP DACH & NORDICS at Adjust), Chris Babayode (Managing Director at MMA EMEA), Arne Kirchem (Media Director D A CH & NORDICS at Unilever), Aneta Nowobiliska (Chief Product Officer at upday for Samsung), Jan Heumüller (Managing Director DACH at Ogury), Sebastian Grebasch (Web Specialist, Lead Gen at Google)

14:40-15:10 EN Workshop 4

## Customer Journey Optimization - Leverage AI beyond Chatbots

Manuel Tönz (Customer Experience Advisor SAS at SAS Institute GmbH)

14:40-15:10 DE Workshop 5

## POET (& SAP): SAP Commerce for B2B: Fakten Check - Wahr oder Falsch? Wir decken es auf!

Martin Schröder (Division Manager of Sales, Marketing & Consulting at POET GmbH), Christopher Knörr (Senior Vice President Sales, SAP Customer Experience at SAP), Dino Karl (Head of Presales, SAP Customer Experience at SAP), Gerlinde Wiest-Gümbel (Geschäftsführende Gesellschafterin at POET GmbH)

14:40-15:10 EN Workshop 3

## 'Near Me' 360: A Game Changing New Benchmark Score to Help You Convert & Win New Customers

Paul O'Donoghue (Vice President, Solution Engineering at Uberall), Victor Landau (Senior Vice President Product Management at uberall GmbH)

14:40-15:10 DE Workshop 2

## Goodbye Schweinebauch - Eine Guideline zu digitalen Händler und Hersteller Kooperationen

Geesche Halper (Shopping Ads Specialist DACH at Google), Hanna Nikuradse (Shopping Ads Specialist DACH at Google), Ingrid Hochwind (Co-op Lead Retail & Brands at Google)

14:40-15:10 DE Workshop 1

## TCF 2.0 - Ein Monat danach

Thomas Peruzzi (CTO at Virtual Minds AG), Jana Krahfurst (Head of Legal at Usercentrics), Achim Schlosser (CTO at European netID), Mario Gebers (Director Business Development EUROPE at OpenX), Anna Schenk (Managing Director EMEA at Semasio)

15:00-15:45 EN Workshop 6

## Context & the ID-Constrained Future of Digital Advertising

Derek Wise (Chief Product Officer at Oracle Data Cloud), Markus Kerken (Addressable Director at Matterkind), Nina Haller (Managing Director of Programmatic at Accenture), Andreas Neu (Senior Client Partner at Oracle Data Cloud), Jessyka Polensky (Lead, Activation Account Management - DACH, EE, Nordics at Oracle Data Cloud)

15:15-15:45 EN Workshop 3

## How to Deliver Brilliant, Personalised Experiences Across Every Channel

Magith Noohukhan (Evangelist at Braze), Chandra Mostov (COO Center of Excellence for Personalisation and Marketing Automation / COO Wunderman Nordic at Wunderman Thompson)

15:15-15:45 DE Workshop 1

## Restart Germany - Digitaler Neustart für die deutsche Wirtschaft

Reinhard Houben (Mitglied des Bundestages / Wirtschaftspolitischer Sprecher der FDP-Bundestagsfraktion / Beiratsmitglied der Bundesnetzagentur at FDP), Christian Rothe (Member of the Executive Board ABUS Group (CMO) at ABUS August Bremicker Söhne KG), Irene Oksinoglu (Head of Future Work at Otto (GmbH & Co KG)), Alexander Kiock (Vizepräsident des Bundesverbands Digitale Wirtschaft (BVDW) e.V. und Gründer & Geschäftsführer at different GmbH)



15:15-15:45 EN Workshop 5

## NETCONOMY (& SAP): Next Level B2B Commerce: Create a Comprehensive Platform. Shift the Business into the Digital World

Markus Linder (Vice President Sales at NETCONOMY), Anja Hiebler (Customer Director at NETCONOMY)

15:15-15:45 DE Workshop 4

## PR-Strategien: So schafft es Ihre Marke in die Medien

Holger Schellkopf (Editor-in-Chief, Member of the Board at W&V), Verena Gründel (Deputy Editor-in-Chief at W&V), Rolf Schröter (Deputy Editor-in-Chief at W&V)

15:15-15:48 DE Workshop 2

## Datenstrategien und Webanalytics in der Privacy-First World

Johannes Nolting (Google Marketing Platform Partner Manager at Google), Katharina Arntzen (Data Privacy Lead, Central Europe, EMEA Go-To-Market at Google), Ilona van de Bildt (Solutions Lead GMP Measurement, DACH at Google)

15:50-16:20 EN Workshop 5

## Why OOH should be part of your programmatic strategy

Gavin Wilson (Chief Revenue Officer at VIOOH)

15:50-16:20 DE Workshop 1

## Female Takeover - warum die Digitalwirtschaft mehr Frauen braucht

Anke Herbener (Vizepräsidentin des Bundesverbands Digitale Wirtschaft (BVDW) e.V. und Chief Executive Officer at MRM//McCann), Felicitas Birkner (Head of Fujitsu Academy, Central Europe at Fujitsu), Robert Franken (Digital & Diversity Consultant at Robert Franken Consulting), Claudia Schebesta (Referentin Digitalagenturen at Bundesverband Digitale Wirtschaft (BVDW) e.V.), Marco Zingler (Vizepräsident des Bundesverbands Digitale Wirtschaft (BVDW) e.V. und Managing Partner at denkwerk)

15:50-16:20 EN Workshop 4

## Bringing Online Events into the Virtual World with ZREALITY and Top Ideas Digital

Nescho Topalov (CEO at Top Ideas Digital), Michael Neidhoefer (CEO and Co-Founder at ZREALITY GmbH)

15:50-16:20 DE Workshop 3

## Silos aufbrechen und Synergien schaffen - Integrierte Kampagnen über PR, Social Media & Influencer

Lea Manthey (Head of Marketing DACH, Benelux & CEE at Meltwater)

15:50-16:35 EN Workshop 6

## 5½ myths busted: A behind-the-scenes look at idealo's private affiliate network

Andrea Springer-Ferazin (Teamlead Affiliate & Kooperationen at idealo Internet GmbH), Siamak Haschemi (CEO at Ingenious Technologies AG)

15:50-16:20 DE Workshop 2

## Unskippable Advertising - YouTube Spots, die Nutzer sehen wollen

Alexa Rose (Marketing Lead Creative Impact Team at Google), Julika Gohla (Video Sales Lead at Google), Michalina Seekamp (Unskippable Labs Lead DE at Google)

16:25-16:55 DE Workshop 1

## Transformation durch Grassroots-Digitalisierung: Best Practices und Learnings aus der Krise

Kai Ebert (General Manager at Fork Unstable Media), Arne Kittler (VP Product Management at XING), Claudia Schebesta (Referentin Digitalagenturen at Bundesverband Digitale Wirtschaft (BVDW) e.V.), Katja Böhne (Geschäftsleitung Marketing & Kommunikation at Frankfurter Buchmesse GmbH)

16:25-16:55 DE Workshop 4

## Datengetriebene Optimierung von Video Werbung für alle Screens – Basierend auf emotionaler Intelligenz

Sebastian Buss (Insight & Solutions Director, DE at Unruly Media GmbH), Jens Oberbeck (VP Commercial, DACH at Unruly Media GmbH)

16:25-16:55 EN Workshop 3

## Christmas like you've never seen it before!

Mick Loizou (Senior Director Intl. Product Marketing at Verizon Media), Lucy Marriott (Head of Mid Market Sales at Verizon Media)

16:25-16:55 EN Workshop 5

## Experiential Privacy: How to Embrace User Experience in Cookie Banners & CMPs

Blake Brannon (Chief Technology Officer at OneTrust), Alisa Bergman (Chief Privacy Officer at Adobe)

16:25-16:55 DE Workshop 2

## Marketing-Erfolg messen mit Attributionsmodellen, Inkrementalitätstests und Marketing Mix Modellen

Elena Ritchie (Head of Ad Measurement, Central Europe at Google), Christina Strobel (Measurement & Attribution Specialist at Google), Ludwig Bruetting (Ad Effectiveness Specialist, Central Europe at Google)

16:40-17:25 DE Workshop 6

## Google My Business ist die digitale Eingangstür Ihres Geschäfts - und wichtiger als die physische

Sven Knierim (Country Manager DACH at Reputation.com), Marina Hedvizak (Reputation.com)

17:00-17:30 DE Workshop 5

## Die Rolle von Agenturen im Paid-Bereich in Zeiten von Smart Bidding und Bidmanagement-Tools

Marek Szabelski (Senior Online Performance Manager at HypoVereinsbank), Alexander Ficker (Head of SEA/PPC at xpose360 GmbH), Franziska Herbert (Paid Advertising Senior Consultant at eology GmbH), Daniel Kral (Senior Director Global Accounts at Kenshoo)

17:00-17:30 EN Workshop 1

## Ringier Axel Springer: Seizing new opportunities thanks to an advanced data-driven strategy

Jürgen Galler (CEO & Co-Founder at 1plusX), Ioana Blaut (Business Development and Sales Director at Ring Publishing)

17:00-17:10 DE Workshop 3

## Voulez-vous verkaufen? Darum lohnt sich Multichannel-Commerce auf französischen Online-Marktplätzen

Marco Rieder (CEO at EXCONCEPT GmbH), Laura Kremer (Senior Account Manager at EXCONCEPT GmbH)





17:00-17:30 EN Workshop 4

## Cutting through the noise: How the right data and a clever loyalty program can help you stand out

Philip Nowak (Regional General Manager at Emarsys), Sascha Dexler (Co-Founder and Managing Director at Hashtag You), Katharina Türbl (CRM Manager at Hashtag You)

17:00-17:30 EN Workshop 2

## How to get started with Google Trends

Björn Müller (Analytical Consultant at Google)

17:10-17:20 EN Workshop 3

## Digitales Brand Management

Ilana Rolef-Heberling (Lead Strategic Marketing & Communications at PwC GmbH WPG)

17:20-17:30 DE Workshop 3

## Bülent Ceylan erklärt den digitalen Wandel.

Florian Brümmer (Head of Business Development at PERFORMANCE ONE)

17:30-18:15 EN Workshop 6

## To Act or Not To Act: Turning Purpose Into Action Through Brand Activism

Dino Kuckovic (Director of Community at Falcon.io), Nils Knoop (Head of Digital at Ben & Jerry's), Logan Woods (Creative Director at Scholz & Friends), Kaitlyn WonJung Chang (Brand Innovation Lead at Accenture Interactive)

17:30-17:40 DE Workshop 3

## Suche wird zum K.I. Shopping-Assistent - der disruptive Wandel im Zeitalter von Mobile und Voice.

Matthias Heimbeck (CEO at FINDOLOGIC)

17:35-18:05 DE Workshop 1

## Vertrauen ist der Kompass! Der "Online-Vertrauens-Kompass" weist den Weg zu sicheren Umfeldern

Andrea Eckes (Geschäftsführerin at DCORE GmbH), Timo Lütten (Advertising Research Expert at Data & Audience Intelligence (G+J)), Kathrin Theurig (Referentin Online-Vermarkterkreis (OVK) at Bundesverband Digitale Wirtschaft (BVDW) e.V.)

17:35-18:05 EN Workshop 5

## How does Siemens automate and manage its content strategy worldwide while saving costs?

Paul Herman (Vice President Product Marketing at Sprinklr), Kevin Arlott (Senior Communications Manager External Digital Ecosystem at Siemens)

17:35-18:05 EN Workshop 4

## Successfully integrating WhatsApp in your customer service tech stack

Johannes Schneider (Product Manager at Facelift)

17:35-18:05 EN Workshop 2

## How to better understand changing market conditions in light of the new reality

Katharina Steinberg (International Growth Consultant at Google), Freddy Piard (Senior International Growth Consultant at Google), Stefano Pigliafreddo (International Growth Consultant at Google)

17:40-17:50 DE Workshop 3

## Consent + Coverage + Enhancements = agof

Björn Kaspring (Vorstandsvorsitzender agof e.V. at agof - Arbeitsgemeinschaft Online Forschung e.V.)

17:50-18:00 EN Workshop 3

## Deine Mitarbeiter haben keine Definition von Umsatz. Die Wahrheit ist, sie haben fünf (vier zu viel)

Lennard Stoever (CEO at minubo GmbH)

18:00-18:10 EN Workshop 3

## predictive & fully automatised platform play - how to manage every online-marketplace autonomously

Sebastian Rieder (CEO at BETAFASHION GmbH)

18:10-18:40 EN Workshop 4

## Why performance-based marketing is key for brands in the 'new normal'

Ivan Doruda (VP of Sales at MGID)

18:10-18:40 EN Workshop 1

## Customer Data Platforms are all around me - Help!

Jason Skelton (Head of Platform Alliances, EU at Acxiom UK), David Keens (Principle Marketing Technologist at Acxiom UK), Nikul Amin (Head of Strategy and Consulting, EMEA at Acxiom EMEA)

18:10-18:20 EN Workshop 3

## How AI is transforming access to studio quality video

Natalie Monbiot (Head of Business Strategy at HourOne)

18:10-18:40 EN Workshop 2

## Grow with Microsoft: Intelligent retail solutions.

Sean O'Connor (Marketing Director at Microsoft Advertising)

18:10-18:40 EN Workshop 5

## Standing out against the rest: Compete Digitally with Episerver

Julian Dawkins (Head of Product Marketing, Europe at Episerver GmbH)



18:20-18:30 EN Workshop 3

## End-to-End ecommerce to power Internationalisation

Sherif Camel-Toueg (Commercial Manager at THG Ingenuity)

20:59-21:56 Workshop 1

## DMEXCO Movie Night: Gangs of London

18:20-19:05 DE Workshop 6

## Doppelfolge Automatisierung: Geschäftsziele erreichen in SEA und Display

Solveig Neumann (Search Audience Specialist, Central Europe at Google), Denis Dautaj (Search Automation Specialist, Central Europe at Google), Monika Trimceska (Display Specialist, Central Europe at Google), Seicuk-Ilhan Akyildiz (Display Specialist, Central Europe at Google)

18:30-18:40 EN Workshop 3

## Bridging the Data Divide: Reshaping the Future of Compliant Audience Engagement Strategies

Gowthaman Ragothaman (Chief Executive Officer at Aqilliz)

18:40-18:50 EN Workshop 3

## 5 Strategies to Grow Customer Engagement In Your Mobile App

Laura Schwarz (Regional Manager for Central and Eastern Europe at Airship)

18:45-19:15 EN Workshop 1

## Measuring Campaign Effectiveness in an Increasingly Privacy-Centric World

Steven Millman (Senior Vice President, Research and Operations at Dynata), Eric Sandberg (Managing Director, North America Advertising Solutions at Dynata)

18:45-19:15 EN Workshop 4

## Accelerating Digital Experience

Marko Thorhauer (Executive Creative Director, IBM Design Principal at IBM iX), Billy Seabrook (Global Chief Creative Officer, IBM iX at IBM iX)

18:45-19:15 EN Workshop 2

## The Changing Digital Landscape & How Microsoft can Help

Carly Maverick (Global Lead, Native Sales at Microsoft)

18:50-19:00 EN Workshop 3

## The World Your Competitors Can't See

Camila Angio (Insights Strategist at Nextatlas - iCoolhunt)

19:25-20:59 Workshop 1

## DMEXCO Movie Night: Gangs of London



# Workshops

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Thursday, September 24, 2020 (Day 2)

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10:00-10:30 EN Workshop 3

## Optimise your marketing & media campaigns based on a holistic understanding of your target audiences

Sabine Kaa (Ass. Director Data Integration, Domain Expert Kantar at KANTAR), Chris Davies (Kantar Global Innovation Director, Media Measurement / Search & Social at KANTAR)

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10:00-10:30 EN Workshop 4

## The Latest Programmatic Advertising Trends in Europe

Oliver Whitten (COO at Adform), David Goddard (Sr. Director of Business Development at DoubleVerify), Lisa Kalyuzhny (Senior Director, Advertiser Solutions EMEA at PubMatic), Daniel Knapp (Chief Economist at IAB Europe)

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10:00-10:30 DE Workshop 2

## Media Konsolidierung mit DV360 - So optimieren Sie den Mediaeinkauf - jetzt und in Zukunft

Eva Ries (Sales Manager, Google Marketing Platform - Brands at Google), Karsten Müller (Head of Display & Video Sales, Advertisers Central Europe at Google)

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10:00-10:30 EN Workshop 5

## How Brands in APAC Should Approach Brand Safety in Digital Advertising

Ang Ker Loon (Managing Director, Head of Investment at Publicis Media), Wendy Siew (Head of Digital, Japan at Mediacom), Jordan Khoo (Managing Director, APAC at DoubleVerify), Lani Jamieson (Head of Singapore & Malaysia at Matterkind)

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10:00-10:45 EN Workshop 6

## The Future of TV Advertising is Digital

Christian Russ (Head of Business Development DACH at Samsung Ads), Melanie Rupp (Brand Advertising/Marketing at SEAT Deutschland GmbH), Jan Droste (Manage Digital at PHD Media)

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10:00-10:30 DE Workshop 1

## Audio Innovation: Die Zukunft ist hörbar

Sven Bieber (Head of Ad Sales Deutschland at Spotify), Julie Clark (Global Head of Advertising Revenue Innovation at Spotify)

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10:35-11:05 DE Workshop 4

## Best of Google Ads - Praxistipps zur Google Shopping Optimierung

Benjamin Wenner (Strategic SEA Growth Consultant at Smarketer GmbH)

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10:35-11:05 EN Workshop 5

## Mind the Gap - The Attention Economy

Andy Childs (Connection Planning at Facebook at Facebook Inc.), Katie Gilsean (Consumer Insights Manager at GlobalWebIndex), Katja Griesser (Country Director at MMA Germany)

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10:35-11:05 DE Workshop 2

## Das 1x1 für Händler: So starten Sie mit Google in die digitale Zukunft

Birgit Pahl (Industry Head Retail at Google)

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10:35-11:05 DE Workshop 3

## Video Ads im B2B Marketing - Praxistipps & Einblicke am Beispiel von XING

Felix Beilharz (Keynote Speaker, Berater für Online- und Social Media Marketing at Selbständig, Felix Beilharz - Der Online Experte ), Daniel Just (Senior Product Manager at XING Marketing Solutions GmbH), Bert Schmidtke (Moderator/ Key Account Manager at XING Marketing Solutions GmbH)

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10:35-11:05 EN Workshop 1

## Future-Proof Your Marketing: Advertising in a Cookieless World

Donny Dvorin (Brave Software)

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10:50-11:35 DE Workshop 6

## Wissen Sie, wo Ihre Content Strategie beginnt? – Wir schon!

Kai Warmus (Director Professional Service at eggheads GmbH)

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11:10-11:40 Workshop 5

## Predict the Moments that Matter

David Morris (Regional Vice President of Solutions Consultancy EMEA at Tealium)

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11:10-11:40 DE Workshop 1

## Datengetriebenes Targeting, heute und in der Post-Cookie-Ära

Christian Färber (Head of Digital Products, Acxiom Deutschland GmbH at Acxiom Deutschland GmbH)

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11:10-11:40 EN Workshop 2

## Getting Started on Snap: Key Strategies to Scaling your App this Holiday Season

Sam Bevan (International Head of Emerging, Business Solutions at Snap Inc.)

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11:10-11:40 DE Workshop 3

## Mehr als Werbeanzeigen - Wie Publisher eine nachhaltige Digitalstrategie mit Outbrain umsetzen

Thomas Vogt (Head of Publisher DACH at Outbrain)

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11:10-11:40 DE Workshop 4

## Programmatic OOH – dynamisches Targeting und Effizienzsteigerung in programmatischen OOH-Kampagnen

Jonas Kofahl (Director Digital & Innovation at WallDecaux)

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11:40-12:25 DE Workshop 6

## Optimiere deine Kampagnen mit Echtzeit-Daten – ganz ohne Werbecookies

Steffen Braun (Partner & Head of Sales at Civey GmbH)

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11:45-12:15 EN Workshop 1

## Taking your online marketing campaign global: when translation isn't enough

Diego Mosca (Chief Operating Officer Berlin at Supertext Deutschland GmbH)

11:45-12:15 EN Workshop 3

## A 'Lighthouse' to navigate uncertainty in a cookieless world: The South China Morning Post success story

Carolyn Bink (VP Customer Success at Iplux), Ian Hocking (VP Digital at South China Morning Post)

11:45-12:15 EN Workshop 2

## How to Maximize Your Return on Experience in the New Digital Imperative

Claudia Michon (Senior Director, Product Marketing at Salesforce), Vivian Su (Senior Manager, Product Marketing at Salesforce), David Green (VP, Product Management at Salesforce)

11:45-12:15 DE Workshop 5

## Data-Driven OOH Planning and Measurement

Andreas Knorr (Director Marketing at WallDecaux), Luise Weiß (General Manager DACH at adsquare)

11:45-12:15 EN Workshop 4

## Solving the problem of e-commerce returns with the help of AI

Raban Siegler (Growth Manager at Presize)

12:20-12:50 DE Workshop 3

## ARMEDANGELS goes Shopware 6 - Eine Fair Fashion Brand migriert zu Shopware 6

Niklaas Leniger (Key Account Manager at shopware AG), Kristof Kruse (System Owner Webshop at Armediangels), Christian Dangi (Head of Technology at dasistweb GmbH)

12:20-12:50 EN Workshop 2

## How Severin Launched Ecommerce in 6 weeks using Salesforce

Kay Weber (Senior Delivery Manager at Salesforce), Holly Dresden (Senior Director, Regional Success Architect at Salesforce), Andre Schültke (CIO at SEVERIN Elektrogeräte GmbH)

12:20-12:50 EN Workshop 4

## Khoros (& SAP): How Brands Can Align To Today's Changing Customer Behaviours

Graham Forsyth (Director of Marketing, EMEA at Khoros), Niall O'Shea (Global Market Development COE at SAP)

12:20-12:50 EN Workshop 5

## Screenforce presents Masterclass: How video advertising works: TV content compared to YouTube, Facebook and Instagram

Karen Nelson-Field (Founder &amp; CEO at Amplified Intelligence)

12:20-12:50 DE Workshop 1

## Online-Audio-Monitor

Frank Bachér (Geschäftsleiter Digitale Medien at RMS Radio Marketing Service GmbH &amp; Co. KG), Carsten Achterfeld (Executive Director Audio &amp; OOH Investment at PUBLICIS MEDIA), Lars Peters (Podcast Account Director at Spotify), Mirijam Trunk (Geschäftsführerin at Audioalliance)

12:30-13:15 DE Workshop 6

## Shopping Ads erfolgreich einsetzen: Kunden gewinnen, Effizienz steigern und stationär verkaufen

Ingrid Isaak (Product Specialist Shopping Ads - Retail, Central Europe at Google), Moritz Rudolph (Shopping Ads Specialist, Central Europe at Google)

12:55-13:25 DE Workshop 3

## Wettbewerbsvorteil Contextual Commerce: die Customer Experience auf das nächste Level heben

Markus Rohmeyer (CPO - Product Management at novomind AG), David Spaeth (Head of Marketing at novomind AG)

12:55-13:25 DE Workshop 5

## Let's Get Personal, Marketers: Mit KI-Personalisierung relevante Experiences schaffen

Eleftherios Kousakis (Sales Director DACH, BENELUX &amp; CEE at AB Tasty)

12:55-13:25 EN Workshop 2

## How Herman Miller Transforms Consumer Experiences with Salesforce

Aleene Webber (Senior Manager, Product Marketing at Salesforce), Arian Van de Carr (VP, Product Management at Salesforce), Ben Groom (Chief Digital Officer at Herman Miller Group)

12:55-13:25 DE Workshop 4

## Video Performance Marketing - even without conversions

Michel Ramanarivo (CEO at Klickwunder GmbH)

12:55-13:25 DE Workshop 1

## Warum ein einheitliches Verständnis von Corporate Digital Responsibility (CDR) notwendig ist

Angelika Pauer (Senior Managerin Digital Ethics &amp; Corporate Digital Responsibility at PwC), Carsten Rossi (CEO at Kamman Rossi), Oliver Matthias Merx (CDR-Experte at dimension2), Karine Rübner (Referentin Digital Responsibility &amp; New Work at Bundesverband Digitale Wirtschaft (BVDW) e.V.)

13:20-14:05 DE Workshop 6

## Hello World! Der Guide für ein erfolgreiches internationales Marketing

Eva Elfgen (International Growth Consultant at Google), Kirsten Mächtigt (International Growth Consultant at Google), Patrick Köhler (International Growth Consultant at Google)

13:30-14:00 DE Workshop 1

## FOMA-Trendmonitor

Timucin Guezey (Managing Director at Mindshare), Kirsten Latour (OWM board member and Head of Media &amp; Brand Communication MCM Klosterfrau at MCM Klosterfrau), Klaus-Peter Schulz (Chairman and Managing Director OMG Organisation of Media Agencies Germany at OMG e.V. (Organisation der Mediaagenturen)), Ulrich Kramer (Geschäftsführender Gesellschafter at pilot Hamburg), Sascha Jansen (CDO at Omnicom Media Group Germany), Manfred Klaus (Managing Partner at Plan.Net Group), René Lamsfuß (Chief Analytics Officer at Publicis Media), Claudia Schebesta (Referentin Digitalagenturen at Bundesverband Digitale Wirtschaft (BVDW) e.V.)



13:30-14:01 EN Workshop 5

## Accelerating marketing workflows with Dropbox

Madison Moyd (Senior Product Marketing Manager at Dropbox)

13:30-14:00 DE Workshop 4

## Hört ihr die Signale? Mit dem Leadscore Signale richtig deuten und mehr Leads erzielen

Zacharias Zawierucha (Senior Online Marketing Manager | Teamlead Paid at internetwarriors GmbH)

13:30-14:00 DE Workshop 2

## The smart Art of a Website Relaunch

Björn Darko (Vice President Product (VP) at Searchmetrics GmbH), Katharina Lübke (Content Strategist at Searchmetrics GmbH)

13:30-14:00 DE Workshop 3

## E-Commerce: worauf es wirklich ankommt! Tipps & Tricks zur erfolgreichen E-Commerce-Strategie

Marc Bohnes (Product Management Director at Episerver GmbH)

14:05-14:35 DE Workshop 1

## Ohne Cookies und IDFA Zielgruppen messen und erreichen – digitale Werbung der nächsten Generation

Alwin Viereck (Head of Programmatic, Ad Technology &amp; Product at United Internet Media), Kathrin Theurig (Referentin Online-Vermarkterkreis (OVK) at Bundesverband Digitale Wirtschaft (BVDW) e.V.), Jennifer Bubbel (Stellvertretende Geschäftsführerin ppa. / Bereichsleiterin Forschung &amp; Studienbetrieb at Arbeitsgemeinschaft Online Forschung), Sascha Dolling (Managing Partner Data Driven Marketing at OMD Hamburg GmbH), Hakan Özal (Managing Director at financeAds)

14:05-14:35 EN Workshop 3

## Everything you need to know about running engaging webinars

Juraj Holub (Chief Meeting Designer at Slido), Nadia Vratna (Key Events Manager at Slido)

14:05-14:35 DE Workshop 4

## Die Basis für erfolgreiches E-Mail Marketing im Jahr 2021

Valerie Khalifeh (CRM &amp; Academy Manager at Sendinblue)

14:05-14:35 DE Workshop 5

## Growth 2.0 - Wie Performance Partnerschaften ihr Business auf das nächste Level bringen

Felix Schmidt (Country Manager DACH at Impact)

14:05-14:35 DE Workshop 2

## Da wird der Hund in der Filiale verrückt – So funktioniert Omnichannel Marketing mit Google

Ingrid Isaak (Product Specialist Shopping Ads - Retail, Central Europe at Google), Thyge Backen (Omnichannel Measurement Specialist at Google), Moritz von Tobiesen (Omnichannel Measurement Specialist at Google)

14:10-14:55 DE Workshop 6

## Hyper, Hyper, Hyperpersonalisierung! Mehr Kundenzentrierung geht nicht

Christopher Knörr (Senior Vice President Sales, SAP Customer Experience at SAP), Iris Konrad (Presales Associate – SAP Marketing Cloud at SAP), Sebastian Preußner (Senior Presales Specialist at SAP)

14:40-15:10 EN Workshop 2

## Digital Transformation during COVID-19

Matthew Miller (VP of Sales at United Language Group), Jay Gatz (VP of Marketing and Strategic Planning at Emerson), Sebastian Daviu, Aina Solés Tarrés (Social Media &amp; Content Manager at Unilever), Carlos Ablar (CEO at Chief Relevance Officer)

14:40-15:10 EN Workshop 5

## Is Your Advertising Too Relevant?

Burcu Agma (VP, Planning and Insights @ Performics at Performics)

14:40-15:10 EN Workshop 4

## Multiexperience Management

Andreas Knoor (Chief Product Officer at e-Spirit AG), Jens Lamberger (Solution Engineer at e-Spirit AG)

14:40-15:10 DE Workshop 3

## Amazon DSP: Kunden mit Hilfe der Amazon Käuferdaten gezielt über Display erreichen.

Sascha Völkel (Head of Sales &amp; Client Growth at ameo GmbH), Sönke Hansen (Founder &amp; Managing Director at ameo GmbH)

14:40-15:10 DE Workshop 1

## Eine juristische Perspektive auf den Wandel der digitalen Geschäftsmodelle

Christoph Bauer (CEO and Founder at ePrivacy GmbH), Christopher Reher (Director Data Strategy &amp; Products at Media Impact GmbH &amp; Co. KG), Sonja Guhn, Christoph Zippel (Ressortleiter Business &amp; Legal Affairs / Rechtsanwalt (Syndikusrechtsanwalt) at Mediengruppe RTL Deutschland GmbH), Stefan Hanloser (Vice President, Data Protection Law at ProSiebenSat.1 Media SE)

15:00-15:45 DE Workshop 6

## Was hat eine Versicherung mit der Kirche gemeinsam: Die Customer Journey wird komplexer - und beginnt mit einer Frage

Benjamin Prause (RVP Enterprise Sales at Yext GmbH), Martin Ingnoli (Digital Marketing Manager at Barmenia), Ralf Peter Reimann (Internetbeauftragter at Evangelischen Kirche im Rheinland)

15:15-15:45 EN Workshop 3

## Customer Intelligence Platform – Activate the full Potential of your Data

Julian Eisfeld (Data Strategy Lead | Oracle Customer Experience at ORACLE Deutschland B.V. &amp; Co. KG)

15:15-15:45 DE Workshop 4

## Smarte Services und intelligentes Werben dank E-Mail-Evolution

Marcus Grundt (Head of Sales at United Internet Media), Martina Scherer (Head of Targeting &amp; Data Products at United Internet Media), Christian Schäfer-Lorenz (Head of Product Management Applications at 1&amp;1 Mail &amp; Media)



15:15-16:00 EN Workshop 5

## Turning 'Near Me' Searches into Sales for Multi-Location Brands

Greg Sterling (VP Market Insights at Uberall), Rasmus Himmelstrup (Head of Resolution at Resolution Media Denmark)

15:15-15:45 EN Workshop 2

## Navigating the Identity Crisis: Finding the Solution to a Unique Challenge

Elena Turtureanu (Senior Counsel, Privacy and Compliance at Adform), Jochen Schlosser (Chief Strategy Officer at Adform)

15:15-15:45 DE Workshop 1

## Eine juristische Perspektive auf den Wandel der digitalen Geschäftsmodelle, continued

Christoph Bauer (CEO and Founder at ePrivacy GmbH), Christopher Reher (Director Data Strategy & Products at Media Impact GmbH & Co. DKGG), Sonja Guhn, Christoph Zippel (Ressortleiter Business & Legal Affairs / Rechtsanwalt (Syndikusrechtsanwalt) at Mediengruppe RTL Deutschland GmbH), Stefan Hanloser (Vice President, Data Protection Law at ProSiebenSat.1 Media SE)

15:50-16:20 DE Workshop 4

## Wer nicht zuhört, weiß nix. Warum Social Media Monitoring zu jeder Kommunikationsstrategie gehört.

Lia Kamara (Customer Success Manager at Falcon.io)

15:50-16:20 EN Workshop 3

## Improve Your Marketing: Tactics to Acquire, Nurture, Grow & Retain Customers

Spencer Altman (Spencer is Mapp Partner Director DACH at Mapp Digital)

15:50-16:35 EN Workshop 6

## The Future of Mobile. How to leverage the digital channel with the largest global reach.

Jonathan Bean (Chief Marketing Officer at Sinch), Ira Cohen (VP, Business Development and Marketing at MMD Smart), Christopher Henseler (Operations Director Central Europe at Telecoming), Tim Green (MEF Features Editor at MEF), Martin Schurig (Head of P&L Financial & Enabling Services at Telefonica)

15:50-16:20 EN Workshop 2

## Web Stories - A perfect approach for digital storytelling

Stefan Regniet (Head of Content Management at TechDivision GmbH)

15:50-16:20 EN Workshop 1

## Der kulturelle Wandel der Arbeitswelt als Treiber der digitalen Transformation

Anna Kaiser (Vizepräsidentin des Bundesverbands Digitale Wirtschaft (BVDW) e.V. sowie Co-CEO & Co-Founder at Tandemploy), David Vitano (Geschäftsführer at XING E-Recruiting), Cawa Younosi (Head of Human Resources Germany & Member of the Management Board SAP Germany at SAP), Valerie Mocker (Founder & CEO at Wingwomen), Karine Rübner (Referentin Digital Responsibility & New Work at Bundesverband Digitale Wirtschaft (BVDW) e.V.)

16:05-16:50 EN Workshop 5

## Audience Insights 2.0 - How to use Social Data to understand needs, values and motivation

Wesley Mathew (Head Of Marketing | UKI & India at Meltwater)

16:25-16:55 DE Workshop 3

## Steuert KI bald unser Marketing? Eine Bestandsaufnahme mit praxisorientierten Beispielen

Norman Wahnschaff (Director Data Science at Mapp Digital), Markus Schaal (Professor für Wirtschaftsinformatik at Mapp Digital)

16:25-16:55 EN Workshop 4

## What to Measure: Why You Need to Set Social Benchmarks

Jenna Laskin (Senior Account Executive at Falcon.io)

16:25-16:55 DE Workshop 2

## Wie Sie Ihre Onlinepräsenz optimieren und Käufererwartungen erfüllen – Google Grow My Store

Christian Spancken (Trainer Google Zukunftswerkstatt at Google)

16:25-16:55 DE Workshop 1

## KI & Vertrauen: Mit welchen ethischen Standards bleibt "KI made in Europe" innovativ?

Katharina von Knop (Gründerin und CEO at Digital Trust Analytics), Stefan Kohn (Innovation Manager at Deutsche Telekom Service GmbH), Anna Dietrich (Referentin Mobilität, KI & Smart Cities at Bundesverband Digitale Wirtschaft (BVDW) e.V.), Julia Gundlach (Project Manager im Projekt Ethik der Algorithmen at Bertelsmann Stiftung)

16:40-17:25 EN Workshop 6

## A new age of cooperation - How the dawning of the cookie opens new ways of collaboration

Oliver von Wersch (Founder and CEO at vonwerschpartner Digital Strategies), Thomas Duhr (Vizepräsident des Bundesverbands Digitale Wirtschaft (BVDW) e.V. und Executive Vice-President Interactive at IP Deutschland GmbH), Ingo Schwab (Head of Media Digitization at Telekom Group), Maike Abel (OWM board member and Head of Media Communication & Content at Nestlé Deutschland AG), Sabrina Büchel (Executive Director at BurdaForward Advertising GmbH)

17:00-17:30 DE Workshop 3

## Levelling Up - Kaya Yanar

Sumi Chumpuree-Reyntjes (Sales Director DACH at Twitch Interactive)

17:00-17:30 EN Workshop 2

## So geht User Experience heute: Web UX verbessern und Conversions steigern

Ralf Ohlenbostel (Web Specialist, E-Commerce at Google), Sebastian Grebasch (Web Specialist, Lead Gen at Google), Christina Aigner (Web Specialist, Central Europe at Google), Philipp Greitsch (Web Specialist, E-Commerce at Google)

17:00-17:30 EN Workshop 4

## Get your feeds together: how agile product data can help you win ecommerce sales in 2021

Matt Bailey (Director of Sales UK, France & Nordics at Productsup)

17:00-17:30 DE Workshop 1

## Smart City - im Querschnitt zu Smart Home und Mobility

Florina Speth (Referentin Digital Health at Bundesverband Digitale Wirtschaft (BVDW) e.V.), Jörg Heinemann (Principal Innovation & Digitalisation at Otto (GmbH & Co KG)), Udo Hoffmann (Vice President & General Manager, Germany & Austria at Otis)



17:30-18:15 EN Workshop 6

## Small Screen, Big Impact - How your mobile video creative can stand out.

Katja Griesser (Country Director at MMA Germany), Beate Rosenthal (Chief Marketing Officer at Stada Germany), Benjamin Schoderer (Senior Marketing Manager Digital & Consumer Engagement KFC Germany at Yum! Brands / KFC Germany), Andreas Rau (Head of Media Agencies, DACH at Facebook Germany GmbH), Jan Gräwen (Managing Director at YOC Mobile Advertising), Francois Roloff (CEO at Madvertise Group)

17:35-18:05 EN Workshop 3

## NETCONOMY (& SAP): Innovation Creates a Smile: Increase Customer Satisfaction through innovative Experience Management

Jörg Wesiak (Head of Business and Innovation Consulting at NETCONOMY), Manuela Fritzl (Experience Management Consultant at NETCONOMY)

17:35-18:05 EN Workshop 2

## The App-ortunity in a Mobile First World

David Schöndorf (App Sales Lead at Google), Jeremy Ginisty (App Specialist at Google), Christina Palacios (Regional Product Lead, Apps Measurement at Google)

17:35-18:05 DE Workshop 1

## Der Kunde hat immer recht: User Experience als Wachstumsfaktor

Jannika Bock (Director Client Solutions, Central Europe at Google Germany GmbH), Corinna Hohenleitner (Country Director DACH at Criteo), Robert Jacobi (Essence), Marcel Helfmann (Head of Data Driven Business at Sony Music Entertainment Germany GmbH)

17:35-18:05 DE Workshop 4

## Silos aufbrechen und Synergien schaffen - Integrierte Kampagnen über PR, Social Media & Influencer

Lea Manthey (Head of Marketing DACH, Benelux & CEE at Meltwater)