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

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

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

“With a proven track record as a digital expert and trend-setting protagonist in the industry, Dominik Matyka, is a perfect fit for dmexco. He brings with him many years of experience, a broad international network and the innovativeness it takes to successfully develop dmexco together with the

entire management team,” noted Gerald Böse, President and Chief Executive Officer of Koelnmesse.

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

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

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## **About #dmexco**

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

The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy – BVDW) is the owner of the dmexco brand. With special assistance from 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.

dmexco 2017 will be held in Cologne on September 13 and 14, 2017. You can find all the information about dmexco 2016, as well as photos, videos, and original audio material, at [www.dmexco.com](http://www.dmexco.com), [www.facebook.com/dmexco](https://www.facebook.com/dmexco), [www.twitter.com/dmexco](https://www.twitter.com/dmexco), and

[www.youtube.com/dmexcovideo](http://www.youtube.com/dmexcovideo).