

Press release

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#DMEXCO21

Jan Garnefeld appointed as new Director of Sales & Operations at DMEXCO

As the new Director of Sales & Operations with effect from February, Jan Garnefeld, 40, will be responsible for the analog and digital trade show business of DMEXCO, Europe's leading digital marketing and tech event. He will be taking over from Dr. Christoph Menke-Salz, who started a new position as Sports Director of the German Hockey Federation in January 2021.

Jan Garnefeld's sales expertise spans many years. He joined Koelnmesse back in spring 2018 and up to now has been responsible for sales activities and managing key accounts for DMEXCO. Prior to that, he organized large-scale sporting events and was in charge of sales at the digital startup TALK DIGITAL.

"We're delighted to have Jan Garnefeld assume this role, he is an absolute sales pro who already has in-depth knowledge about the trade show business in general and also knows DMEXCO and the digital economy inside out. And, of course, we would like to express our heartfelt thanks to Dr. Christoph Menke-Salz for his amazing dedication, which in particular contributed to the success of the purely digital DMEXCO @home last year," says Oliver Frese, Chief Operating Officer of Koelnmesse.

Professor Dominik Matyka, Chief Advisor of DMEXCO, adds: "In the current situation, DMEXCO needs to serve its community as best it can, now more than ever. Jan Garnefeld has already impressively demonstrated in the past how he can lead our partners and exhibitors to success with the right analog and digital solutions. He will continue to do that in his new role."

DM  
EXCO 21

SEPTEMBER 7 - 8, 2021

COLOGNE

www.dmexco.com

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Executive Board:
Gerald Böse (President and CEO)
Oliver Frese
Herbert Marner

Chairwoman of the Supervisory Board
Mayor of the City of Cologne
Henriette Reker

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

Ideational and professional
partner:



About DMEXCO

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DMEXCO is Europe's leading digital marketing & tech event. We are the meeting place and a community for key players in digital business, marketing, and innovation. We bring together industry leaders, marketing and media professionals, and tech pioneers to set the digital agenda. Both globally informed and locally focused, DMEXCO offers an ecosystem with seminars, debates, expositions, and masterclasses outlining the future of the digital economy and driving market value.

In Cologne and online, we set the benchmark as a network and business platform for the digital economy. Decision-makers continue to educate themselves and be inspired, make contacts, and conclude deals. DMEXCO – where tomorrow's digital business happens today. DMEXCO 2021 will take place on September 7 and 8, 2021.

The German Association for the Digital Economy (BVDW) - with the special participation of the Circle of Online Marketers (OVK) - is the ideational and professional partner of DMEXCO and owner of the DMEXCO brand. DMEXCO is organized by Koelnmesse.

Information, along with photos, videos, and original sounds and audio clips, can be found at <https://dmexco.com>, www.facebook.com/dmexco, www.twitter.com/dmexco and www.youtube.com/dmexcovideo.