

Werner aus den Erlen appointed new Chief Product Officer of Dentsu Aegis Network in Germany

Dentsu Aegis Network creates a central product and technology division.

Dentsu Aegis Network, Wiesbaden /Düsseldorf, 3 July 2017 – Dentsu Aegis Network is today announcing a new senior management position in the German agency network. **Werner aus den Erlen** has been appointed **Chief Product Officer** for Dentsu Aegis Network in Germany, and in this central function will for the group be moving forward and progressing the development of data-driven business models and digital products.

Effective **1 October 2017**, Werner aus den Erlen will be in charge of the strategic product development of the Dentsu Aegis Network in Germany. In this newly created function, he will be responsible for expanding the digital organisation, as well as focusing the data strategy and the product portfolio. He will be reporting directly to **Dr. Ulrike Handel**, CEO of Dentsu Aegis Network Germany.

Werner aus den Erlen will be contributing exceptional digital expertise, and has an excellent track record as a data strategist in the communication sector. The mathematics graduate has been working in the agency segment since 2007, and started his career at Vivaki (now Publicis Media), where in 2010 he was appointed Chief Technology Officer (CTO) and as a member of the Management Board was responsible for the group's research, data and technology. In 2014, he moved in the same function to GroupM, and in this time was crucially responsible for its successful digital upgrading and the expansion of the agency's own technologies. Since 2015, besides his CTO remit, he has as Chief Product Officer taken on additional core tasks involving product development and innovation for the group. He had previously worked for RTL and Thyssen Krupp Steel.

Dr. Ulrike Handel, CEO of Dentsu Aegis Network Germany, says: "We regard the personal factor as a crucial determinant and a central building block of our corporate focus as a group. And I am, of course, particularly delighted that we have brought Werner aus den Erlen on board as CPO for Dentsu Aegis. As one of the top data strategists around, he will be upgrading our corporate capabilities in terms of digital strategy and product development for our clients."

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About Dentsu Aegis Network

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Part of Dentsu Inc., Dentsu Aegis Network is made up of ten global network brands - Carat, Dentsu, Dentsu media, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope and Vizeum and supported by its specialist/multi-market brands. Dentsu Aegis Network is Innovating the Way Brands Are Built for its clients through its best-in-class expertise and capabilities in media, digital and creative communications services. Offering a distinctive and innovative range of products and services, Dentsu Aegis Network is headquartered in London and operates in 145 countries worldwide with around 38,000 dedicated specialists. At Dentsu Aegis Network Germany a team of more than 1.300 talents work with the same 'Operating Model' from offices in Wiesbaden, Hamburg, Dusseldorf, Augsburg and Munich. www.dentsuaegisnetwork.de

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