

Björn Osterdorff to be Chief Commercial Officer at Carat Germany

Media specialist from the Dentsu Aegis Network to firm up consultancy profile through newly created strategic function

Wiesbaden, 5 April 2018 – Carat, the media agency from the Dentsu Aegis Network, is appointing Björn Osterdorff as its Chief Commercial Officer (CCO) for Germany. He will take up his new position effective 1 May, and thus further strengthen Carat's German management team under the overall responsibility of CEO Klaus Nadler.

As CCO, **Björn Osterdorff** will be responsible for all commercial activities in client business. In a dynamic operating environment, the value-added chain is more than ever the top priority of companies engaged in self-transformation. His core remit primarily includes the identification and control of synergetic effects for Carat's clients over the entire corporate-capability spectrum of the Dentsu Aegis Network and an optimally flexible line-up in the consultancy structures. This is essential in order to enable customised communication solutions that are innovative, people-based and relevant - today and in the future.

"Last year we were already working on focusing our consultancy capabilities and team line-up even more tightly on the individual challenges of our clients, enabling us to offer flexible, solution-driven consultancy and services tailored to the thematic constellation involved. With Björn Osterdorff as CCO, we are bringing on board a marketing expert with a vast fund of experience in corporate operations, who will make a crucial contribution towards lastingly firming up the profile of our client-centred approach," explains **Klaus Nadler, CEO of Carat Germany**.

"In a progressively more demanding and continuously changing media environment, companies need partners who are able to plan and think ahead for them, and see the challenge concerned as an opportunity for their clients. I am looking forward to proactively helping to progress this purposeful focus at Carat and to optimising the agency's performative capabilities, not least in the context of the entire Dentsu Aegis Network, to suit the perceived requirements of the client concerned," to quote **Björn Osterdorff** on his new remit.

Björn Osterdorff comes from automotive group Opel, where as Head of Digital Media & Global Media he had managed an international remit since February 2014. Previously, he had at Henkel likewise been responsible for the Global Media Division and market research. There were also spells with the internationally prestigious companies Danone and Procter & Gamble, where he occupied various positions, both local and international, in their media, communication and purchasing operations.

With the newly created function, Carat is strengthening the **Commercial Division** as its second strategic pillar besides the **Business Development Division**. Carat thus provides central support for the **client consultancy** business, so as in this triad to work together with its clients in assuring the success of their brands.

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Über Carat

Carat ist kontinuierlich #1 im Global Qualitative Evaluation Ranking von RECMA. Unsere Vision lautet ‚Redefine Media‘ und damit die Umsetzung eines zusätzlichen Geschäftswertes für unsere Kunden durch unser Gebot für Mediakonvergenz. Als erste weltweite Mediaagentur 1966 gegründet, sind wir heute Teil des Dentsu Aegis Network, dem globalen Kommunikationsnetzwerk, das für ‚Innovating the Way Brands are Built‘ steht. Aktuell betreut Carat Kunden in über 150 Ländern und beschäftigt mehr als 10.000 Mitarbeiter weltweit. In Deutschland ist Carat an den Standorten Düsseldorf, Hamburg und Wiesbaden vertreten. Für weitere Informationen: www.carat.com/ www.carat-germany.de