



Press Release

DR. MARKUS DIRR BECOMES CHIEF DIGITAL OFFICER (CDO) AT MESSE MÜNCHEN

- Messe München sets up its own Digital Business Unit
- Company boss Klaus Dittrich: “We’re developing new growth areas”

Munich, January 20, 2017

CDO Dr. Markus Dirr will advance the digital strategy and establish new business models for this globally networked company.

Messe München is strengthening its digital area. Which is why it founded its own Digital Business Unit for the beginning of this year. Here, **Dr. Markus Dirr** (33) has been assigned the newly created position of Chief Digital Officer (CDO). In his capacity as CDO, Dr. Dirr will be in charge of advancing and implementing the company’s digital strategy. The aim of the Digital Business Unit is to develop attractive digital products and services as well as new business models. “We wish to make full and profitable use of the possibilities offered by digitization in many areas of our company”, says Klaus Dittrich, Chairman & CEO. “To stay fit for the future, it’s important to establish modern digital processes and systems at Messe München for the long term.”

Markus Dirr has developed his own method of identifying digital growth areas and is introducing this at Messe München. He previously worked in e-commerce and online marketing for twelve years. Among his duties as Chief Marketing Officer at reBuy reCommerce GmbH, he was responsible for an online marketing budget of several million euros.

Messe München

Messe München is one of the world’s leading trade-show companies. It organizes some 50 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

Willi Bock
Head of Corporate PR
Tel. +49 89 949-20734
Fax +49 89 949-97-20734
willi.bock@messe-muenchen.de
messe-muenchen.de

Messe München GmbH
Messegelände
81823 München
Germany
www.messe-muenchen.de



