



PRESS RELEASE

New sales power at the premium marketer: Ina Brackmann and Christian Giesen take up leading positions at iq digital

- Following the successful integration of the SPIEGEL Group into iq digital's portfolio, the marketer is expanding its sales team
- **Ina Brackmann** has been Director of the newly established Client Sales since mid-January
- **Christian Giesen** will be responsible for the entire agency business as Director Agency Sales

Düsseldorf, February 1, 2024. The year is picking up speed early at premium marketer **iq digital**. The media of the SPIEGEL Group have been successfully integrated, completing a unique portfolio of Germany's most important news media. The concentration of the country's most trusted and important media brands into an effective environment makes iq digital the most exciting partner for advertisers and media agencies. The marketer is repositioning itself on the market side in order to improve the exchange of ideas and offer even more effective customized solutions:

Ina Brackmann joins the team as Director of Client Sales and is responsible for the newly established direct client approach. In addition to the strong agency business, the new focus on direct clients offers the opportunity to develop unique and individual communication solutions in direct exchange with those responsible in the advertising companies. Here, the exchange is intensified, needs are discovered and discussed earlier and sustainable solutions are developed jointly. Ina Brackmann has held management positions at Mode Media, Ströer and dfv Mediengruppe for over 15 years and is looking forward to her new role in premium marketing: "I'm starting my role as Director Client Sales at iq digital full of motivation and curiosity - innovation and quality are perfectly combined here. The connection between people, brands and media, where credibility is paramount, is an essential and important driver for iq digital and also for me. Together with my team, I would like to make a decisive contribution to connecting brands with high-quality content through valuable communication concepts."

The agency business, which has been proven and developed over many years, will also be further strengthened. **Christian Giesen**, a long-standing iq digital leader and absolute agency expert, is taking on the role of Director Agency Sales. Christian Giesen will be responsible for a large team in the German market, which will benefit from his special relationships with iq digital.

with our agency partners and always offer the premium portfolio with targeted and effective advertising solutions in the interests of advertisers. "With the new structure, we are further strengthening individual consulting and providing our customers and agencies with significantly more contacts - with the aim of becoming even faster, better and more individual. I'm looking forward to that," says the new Director Agency Sales.

Marco von Dahle, CSO, is convinced of the new structure: "As of this year, we are bundling Germany's leading media in a unique portfolio and are adapting our successful market development, which was



previously organized nationally in regional teams, to this end. With Ina and Christian, we are relying on two top personalities for an even better orientation in the market. I am very much looking forward to working with the entire iqd team in 2024.”

For iq digital Managing Director **Steffen Bax**, structure and personnel are the next logical step: “In an industry where quality and trust are becoming the most important building blocks of a marketing strategy, we are making iq digital the first port of call. Relevance, not reach, is the deciding factor - and we are taking this message to the market with our new structure and the two new top positions!”

About iq digital

As a joint venture between FAZ Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag and ZEIT Online, iq digital stands for high reach in the areas of news and business/finance as well as for special interest offerings to address specific target groups. The portfolio includes top-class leading media in the areas of general news, business & finance, specialist media and millennials: websites such as DER SPIEGEL, FAZ.NET, Handelsblatt Online, Süddeutsche Zeitung, WirtschaftsWoche Online, ZEIT ONLINE and Der Tagesspiegel provide decision-makers with up-to-date information on all relevant topics on a daily basis. The diverse portfolio of iq digital also includes ada, ARIVA.DE, BTC-ECHO, Cicero.de, Harvard Business manager, manager magazin, Sächsische.de, Airport DUS, jetzt.de, SZ-Magazin.de and ZEIT-Magazin.de. Numerous research portals such as Spektrum.de, wissen.de, Forschung und Wissen. B2B specialist media portals such as Autocad, Build-Ing., Genios, Tilasto, Weimer Media Group and HUSS-Verlag. With a total digital reach of 35 million digital unique users¹, iq digital is one of the leading marketers for digital quality media and mediabrands. ¹ Source: best for planning 2022 III

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