



PRESS RELEASE

Maik Rogge becomes deputy managing director of iq digital

- New structure and power in the executive suite of premium marketer iq digital
- COO Maik Rogge becomes deputy managing director as of 01.09.

Düsseldorf, September 03, 2024. iq digital from Düsseldorf is strengthening its management: Since September 01, the former Chief Operating Officer Maik Rogge has been active as Deputy Managing Director and authorized signatory of the company. His previous position will thus be expanded and he will support the CEO, Steffen Bax, in all operational matters.

In the newly created position, Maik Rogge, who has been on board at iq digital for three years, will be responsible for product development, innovation management, portfolio expansion and technological development as well as the company's strategic product development. The new position also goes hand in hand with major efforts in the area of ESG and sustainable advertising ployout, where the company wants to establish itself as a pioneer on the market.

Steffen Bax, CEO of the quality marketer, comments: "It is very important to me that employees and the company as a whole continue to develop. Maik Rogge is an important pillar of the company with his strong analytical skills coupled with an entrepreneurial way of thinking and acting. I am delighted to be able to work even more closely with such an outstanding colleague in the future."

With immediate effect, Steffen Bax and the existing management team will focus on the areas of sales, content concepts and sales marketing.

Maik Rogge will take over the operational part with a clear focus on product, technology and the quality portfolio. The father of two has big plans: "I am very much looking forward to the new challenge and would like to thank iq digital for their trust. My focus is on further developing our process culture, which will allow us to respond much more efficiently and quickly to customer requirements in a dynamic market. It is also about expanding technologies that enable further automation in operations, expanding scalable solutions and reducing complexity. We are the portfolio of Value Media, which is why we aim to always provide innovative and high-quality products and solutions for our partners in order to place effective advertising in relevant environments."

Maik Rogge has been with the quality marketer for three years and, as Director Product and Partner Development, was previously responsible for the holistic support of all clients in the portfolio as well as the coordination of all sales-relevant processes including planning and extrapolation cycles. Since October 2023, he has also been responsible for all operational production and delivery processes as COO. Before joining iq digital, Maik Rogge worked as Head of Development for Miles & More GmbH and as a Senior Consultant at Kienbaum Consultants International GmbH.



About iq digital:

iq digital media marketing gmbh is the exclusive marketer for leading media in Germany. The portfolio includes top-class 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, manager magazin, Harvard Business manager and Der Tagesspiegel provide decision-makers with daily information on all relevant topics. As a joint venture between FAZ Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag and ZEIT Verlag, Düsseldorf-based 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. With a total digital reach of 35.41 million unique digital users, iq digital is one of the leading marketers for digital quality media and mediabrands.

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