



PRESS RELEASE

Florian Piltz Takes Over as Head of Technology, Development & Innovation at iq digital

- **Florian Piltz assumed the position of Director of Technology, Development & Innovation at iq digital media marketing gmbh on August 1, 2026**
- **He is responsible for technology and product development, the system landscape, as well as AI strategy and its implementation**
- **Piltz brings extensive experience in managing digital platforms and products in B2B, IoT, and connected health**

Düsseldorf, September 3, 2026. With Florian Piltz, iq digital media marketing gmbh has added an experienced technology and product expert to its executive team, effective August 1, 2026. As Director of Technology, Development & Innovation, Piltz reports directly to the COO and takes charge of the developer, product owner, and AI teams.

In his new role, he is responsible for all technology and product development at iq digital—from further developing the system architecture to shaping the AI strategy and its operational implementation. “Quality journalism needs financial strength—advertising provides it. Making the technology that supports both of these sustainable for the future is a task with real social significance. I look forward to tackling it with a strong team,” said Piltz about his new role.

Piltz succeeds Heike Fuhrmann, who has significantly shaped and driven iq digital’s technology development in recent years. iq digital thanks Heike Fuhrmann for her extraordinary dedication, her foresight, and the trusting collaboration.

Before joining iq digital, Piltz served as Director of Digital Platforms & Products at the Schäfer Shop Group. There, he was responsible for the digital platforms and product development and established the independent tech brand “SchäferShop Digital.” Prior to that, as Innovation & Technology Partnerships Manager at Wacom Europe, he shaped the global innovation strategy and the developer platform in the EMEA, U.S., and APAC regions.



In parallel with his new role at iq digital, Florian Piltz is completing the “AI for Senior Executives” executive program at the Massachusetts Institute of Technology (MIT).

About iq digital:

iq digital media marketing GmbH is the exclusive marketing partner for leading media outlets in Germany. Its portfolio includes top-tier media in the areas of general news, business & finance, trade publications, and millennial-focused media. Websites such as DER SPIEGEL, FAZ.NET, Handelsblatt Online, SZ.de, WirtschaftsWoche Online, manager magazin, Harvard Business Manager, and Der Tagesspiegel keep decision-makers informed daily on all relevant topics. Headquartered in Düsseldorf, iq digital—a joint venture between FAZ Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag, and ZEIT Verlag—offers both broad reach in the areas of news and business as well as special-interest offerings tailored to specific target audiences. With a total digital reach of 32.9 million* unique digital users, iq digital is one of the leading marketers of high-quality digital media and media brands. *Source: agma DNA, net reach / February 2025

Press contact:

Simone Lopez Sanchez
iq digital GmbH
Toulouser Allee 27
40211 Düsseldorf