

Dentsu Aegis Network strengthens its top management: Gitta Blatt appointed Human Resources Director

New HRD will crucially co-determine the company's cultural change process and its digital mindset

Dentsu Aegis Network, Hamburg 28 February 2018 – Dentsu Aegis Network has appointed **Gitta Blatt** to its top management team. She will effective 1 April 2018 as **Human Resources Director** be responsible for everything involving personnel and organisation for the entire Dentsu Aegis Network in Germany, with the agency brands Carat, iProspect, Isobar, MKTG, Posterscope and Vizeum, plus other local specialised agencies. She will be reporting directly to CEO Dr. Ulrike Handel, and will be working closely together with her on all strategic and operative corporate issues.

With a degree in business and communication studies (MBA), **Gitta Blatt** can draw upon long years of broad experience in national and international management posts in the media and digital industry. She was most recently with Sky Germany, where as Executive Vice President HR und Organisation she drove forward international digitalisation and the concomitant cultural transformation of the media group. She had previously spent three years as Head of People helping to set up the international gaming specialists wooga in Berlin. She also had spells with Bigpoint, AOL Time Warner and Premiere.

“We’re a people’s business, the human factor is our core capital. So I’m all the more delighted that we have brought Gitta on board, who will strengthen the top management team when it comes to issues involving people and corporate culture. She is the ideal person for us, and has already proven repeatedly that she knows how to focus organisational structures and talents on the specific requirements of a dynamic industry environment,” explains **Dr. Ulrike Handel, CEO Dentsu Aegis Network Deutschland**. “I’m really looking forward to moving our group forward together with Gitta,” she adds.

“I’m joining what I think is one of the most exciting agency groups around, that nowadays stands for entrepreneurship, innovation a vibrant hands-on mindset. Besides the challenge of enthusing the right people for our company, in particularly keen to establish still further fundamental values like mutual trust, respect and individual responsibility as fixed constituents of a shared corporate culture. I am looking forward to crucially co-shaping the

future success of the Dentsu Aegis Network,” says **Gitta Blatt, HRD Dentsu Aegis Network.**

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About Dentsu Aegis Network

Part of Dentsu Inc., Dentsu Aegis Network is made up of ten global network brands - Carat, Dentsu, Dentsu X, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope and Vizeum and supported by its specialist/multi-market brands. Dentsu Aegis Network is Innovating the Way Brands Are Built for its clients through its best-in-class expertise and capabilities in media, digital and creative communications services. Offering a distinctive and innovative range of products and services, Dentsu Aegis Network is headquartered in London and operates in 145 countries worldwide with around 40,000 dedicated specialists. At Dentsu Aegis Network Germany a team of more than 1.300 talents work with the same 'Operating Model' from offices in Wiesbaden, Hamburg, Dusseldorf, Augsburg and Munich. www.dentsuaegisnetwork.de

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