

APG|SGA is driving forward digital transformation in its new Marketing & Innovation division with new personnel

In the course of implementing its One Brand strategy, APG|SGA has created a new Marketing & Innovation division to drive forward the digital transformation process within the company. Executive Board member Beat Holenstein took the helm of the division with effect from 1 June 2019. The new management team has been appointed, and the division's structures and areas of activity have been defined. In key functions it has four existing staff members and three new ones, emphasizing that it is oriented towards the future while maintaining continuity.

Michael Pevec joined APG|SGA on 15 July 2019 to head the new Programmatic & Automation unit. With responsibility for the strategy, conception and introduction of new platforms, he develops approaches to the programmatic sale of APG|SGA's many digital products. Michael has many years' experience of Digital Marketing and Programmatic at various companies in Germany, and he is also familiar with the Swiss market from his time as Sales Director Switzerland at Smartstream TV.

Thomas Perret will join the company as head of the E-Commerce unit on 1 September 2019. He and his team will drive forward the development of new digital distribution channels and online shopping solutions. Thomas Perret is a recognized expert in marketing and communications, with many years' experience in e-business and e-commerce in both the corporate and agency environments.

The new head of Innovation & New Business is *Raphael Bratschi*. He has overall responsibility for innovation management within APG|SGA, including development projects, new technologies and the implementation of new business activities. Raphael Bratschi will also continue to head the aymo Mobile Targeting unit, launching new solutions and products in the mobile advertising business area. *Carla Thaper-Mengel* will join the team on 1 September. She earned a PhD in marketing management at the University of St. Gallen.

Ernst Fuhrer, formerly head of Megaposters & Promotion, leads the newly-created Special Projects & Special Implementations unit, with responsibility for the continued development and creative implementation of new ideas across the entire APG|SGA product portfolio.

The Product and Market Communication unit is headed by *Dorit Hirsch*. With an eight-strong team, she is responsible for all communication activities relating to APG|SGA's entire operating portfolio of products and services.

The Product Management & Media Research team is headed by *Nicolas Adolph*, with responsibility for the planning, management and control of all APG|SGA's analogue and digital products. He combines this function with that of deputy to *Beat Holenstein* in the Marketing & Innovation division.

Contact

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About the company

APG|SGA Allgemeine Plakatgesellschaft AG is Switzerland's leading out-of-home advertising company. Specializing in digital and analogue posters and special advertising formats at busy locations on streets, in railway stations, at points of sale and points of interest, in the mountains and in and on means of transport and at airports, it covers all aspects of Out of Home advertising. With the addition of mobile advertising, interactive features and promotions, APG|SGA represents quality and tradition combined with innovation, and aims to inspire people with the very best communication solutions in public spaces. Over 500 employees ensure a lasting impression when communicating with customers, the authorities and the advertising industry. They manage screens and poster spaces with great care, technical expertise, environmental responsibility and maximum precision to ensure successful advertising broadcasts and campaigns throughout Switzerland.