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Media release

Bertrand Jungo appointed new CEO of Admeira

Zurich, 7 August 2017

Bertrand Jungo will take over as CEO at Swiss marketing company Admeira in September.

Bertrand Jungo (51) was CEO of Manor Group from 2006 to 2017, and before that spent 16 years in various roles at the leading Swiss department store chain. He will begin as CEO at Admeira and take on responsibility for the further development of Switzerland's largest marketing company on 1 September 2017.

Marc Walder, Chairman of Admeira's Board of Directors: "In Bertrand Jungo, we have successfully acquired as CEO for Admeira a leading top executive with a wealth of experience. He knows what advertising clients need and what the requirements of the market are; he has an impressive client focus and, together with his management team, will continue to expand Admeira's strong position."

Bertrand Jungo on his new role: "I'm really looking forward to this new challenge. Admeira is a very exciting company that operates in a fast-moving and rapidly changing market. My energies will be focussed on working with the entire team to continue Admeira's successful development in delivering the services our clients want."

The members of the interim executive board that has been managing the company since Martin Schneider's departure at the beginning of April will retain their functions on Admeira's Executive Board. These members are Marc Sier, Chief Operating Officer, Arne Bergmann, Chief Sales Officer, and Beatrice Kniel, Chief Marketing Officer.

Marc Walder, Chairman of Admeira's Board of Directors: "I want to thank the interim executive team for ensuring the seamless transition of business in April and for the enormous effort they have put in, in addition to their other work, over the past few months."



Information

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The media release is available at: <http://admeira.ch/about/mediencorner>

About Admeira

Admeira is the largest marketing company in Switzerland and has a multimedia portfolio with advertising opportunities in around 80 strong media brands. The company was founded in 2016 following an entrepreneurial initiative between Ringier, SRG and Swisscom. Admeira is Switzerland's answer to the digital revolution and the new requirements of the Swiss advertising industry that are arising as a result. The latest technology – in conjunction with data and marketing expertise – paves the way for new perspectives for innovative forms of advertising.