



Dirk Wiedenmann

Member of the management board of Ströer Out-of-Home Media AG, CEO Ströer Media Deutschland GmbH

Dirk Wiedenmann, born 1964, was appointed member of the board at Ströer Out-of-Home Media AG in May 2010. In addition to this he has been Board Chairman of Ströer Media Deutschland since January 2009. Following his degree in agronomy, he began his career in 1990 in the Sales & Trade Marketing Department at Mars/Effern. From 1997 to 2000, he served there as Media Manager in domestic and international projects. Between 2000 and 2008, he held several top management positions with Initiative Media, a leading international media network. He was the Head of Management Germany, Regional Director for Austria, the Netherlands and Switzerland, as well as Executive Vice President for Europe, Middle East and Africa (EMEA). Most recently, he served as Chief Operating Officer/President EMEA.