



### **Jochen Sengpiehl**

CEO Sales & Marketing Ströer Media Deutschland GmbH

Jochen Sengpiehl was born in 1968 and has been CEO Sales & Marketing at Ströer Media Deutschland since 1 July 2010. After completing his studies in Business Economics at Nürtigen University he began his career in 1995 at Nissan Motor Europe. In 1996 he was promoted to Department Head for CRM, Internet and Media at Nissan Motor Germany. In the year 2000 he switched to BBDO where he worked as a Senior Consultant and as Director Business Development. In 2003 Jochen Sengpiehl joined DaimlerChrysler Germany as Director Marketing Communications and from 2006 – 2009 he was employed as Senior Vice President marketing at Volkswagen AG.