

DIGITAS

BIOGRAPHY

Stephan Beringer

CEO, Digitas International

Stephan Beringer, CEO, Digitas International, is widely regarded as a true pioneer of the interactive space. He offers a career of international experience and understanding of business creativity and innovation from which he draws to bolster Digitas' key position in the market. As President, Digitas International, Stephan drives organic and new business in all non- U.S. markets—including EMEA, LatAm, and Asia-Pac—while continuing to strengthen Digitas' global footprint, and growing the Agency's global client relationships. He is also the head of International for Razorfish, where he oversees all of the brands' offices, drives the expansion of the network, and steers the strategic consultancy on key clients.

While Stephan's experience began with media-neutral roots, he forged beyond more traditional advertising and marketing spaces, and in the nineties set up and eventually led one of the first integrated agency units in the German market: Tribal DDB Munich. A founding member of Tribal DDB Worldwide, Stephan was responsible for launching the German operation in 1995 and the Austrian office in 1999. Through his role as CEO of Tribal Germany and Tribal Austria, he became a member of Tribal DDB's European Board in 2000, took over as President of the EMEA region in 2005, and effectively tripled the area of Tribal DDB's footprint. Stephan was ultimately responsible for TribalDDB in the EMEA region with its 24 offices and led the agency in winning Cannes Agency of the Year, Cannes Grand Prix (Cyber and Film), *Adweek's* Interactive Agency of the Year, *Advertising Age's* Global Agency Network of the Year, and more.

Stephan holds a master's degree in law and has previously worked in the music, television and film industries.