

# THE OWM

## 2024 | 25



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For reasons of readability, the simultaneous use of masculine, feminine, and diverse (m/f/d) language forms is largely avoided. All references to persons apply equally to all genders.

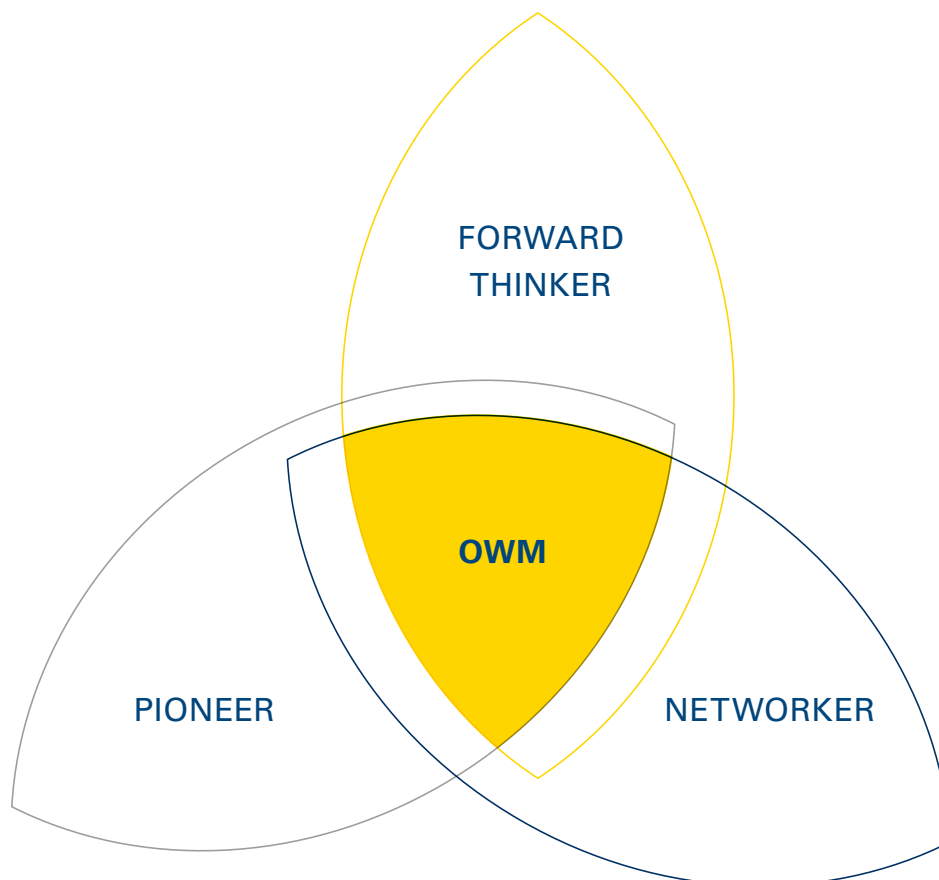
# The OWM

## Representing the interests of advertising companies in Germany

The OWM represents the interests of advertising companies in Germany – effectively, solution-oriented, and future-focused.

We bring our members together with relevant market partners, provide access to exclusive knowledge, and offer guidance in all strategically important areas of marketing communication. This enables advertising investments to be managed more efficiently and effectively. As a thought leader, we provide sound analysis and up-to-date insights through studies, guidelines, more than 30 webinars per year, and customized training courses.

As a pioneering force, we actively monitor market and media policy developments and incorporate our members' perspectives into the design of digital ecosystems. As a connector, we create platforms for exchange on an equal footing – with decision-makers from companies, media, agencies, and research. OWM – for effective marketing in free, fair, and transparent advertising markets.



Dear OWM members, valued partners of OWM, dear readers,

This year, we are celebrating a very special anniversary: 30 years of OWM. Three decades in which we have grown continuously as an association, driven innovation, and effectively represented the interests of advertising companies. For us, this anniversary is not a look back, but a conscious step forward.

In terms of content, 2024 was marked by a multitude of complex but promising topics that kept us busy as an association. With the revision and expansion of our standard media agency contract, we have created a future-proof basis for partnership-based cooperation between advertising companies and agencies. The question of the role of advertising in a free society once again came into focus. In the tension between regulation, responsibility, and innovation, the OWM takes a clear stand for freedom of advertising and opposes excessive interference in the communication sovereignty of companies.

**“In the field of tension between regulation, responsibility, and innovation, the OWM takes a clear stand for freedom of advertising and opposes excessive interference in the communication sovereignty of companies.”**

Retail Media remains a strategic growth area, which we are supporting structurally with studies, exchange formats, and our Retail Media Code of Conduct. At the same time, we have been working intensively on the further development of cross-media measurement approaches – with the aim of meaningfully linking local and international standards and making advertising impact measurable across all channels. In addition, the protection of brands and their communication environments is becoming even more important: Ad Verification and Brand Safety are basic requirements for sustainable brand management in the digital space – not only technologically, but also socially.

Our members elected their new Board of Directors in May, with Maike Abel as their new Chairwoman. Together with the entire newly elected Board, we continue to provide clear momentum for the OWM's future direction – in the interests of our members and the entire industry.

The OWM office has moved to new premises: on the second floor, we now share a modern co-working space with our colleagues from the Markenverband e.V. We invite you to visit us!

It is with great gratitude and respect that we say goodbye this year to our long-standing colleague from the OWM office, Lars Gibbe, who is retiring after many years of dedicated work for the OWM

**SUSANNE KUNZ**  
General Manager, OWM



We are in the midst of planning our annual highlight event: the OWM Summit on November 4 and 5, 2025, in Berlin. Under the motto "Future Ready," we want to discuss with you once again which skills, values, and technologies will shape the future of marketing.

We look forward to stimulating ideas, intense exchanges, and a strong sense of community – as we celebrate our 30th anniversary, with a clear view to the future.

Thank you for your support, cooperation, and discussions.

A handwritten signature in blue ink, appearing to read 'Susanne Kunz', with a long horizontal flourish extending to the right.

Susanne Kunz  
General Manager of OWM



## MAIKE ABEL

Chairwoman of the Board, OWM  
Digital & Corporate Marketing Director,  
Nestlé Deutschland AG

# New Board, New Momentum

## Interview with Maike Abel

**You have been the official Chair of the OWM Board since May – what were your impressions and priorities when you started in your new role?**

Well, I am fully aware of the responsibility that comes with this role. Fortunately, I am already familiar with the processes at OWM from my more than six years as a member of the Board. During the last term of office, I even had the privilege of being part of the Board's inner circle together with Uwe Storch and Marcus Macioszek, and with their excellent support, I was able to prepare for assuming the Chairmanship.

Now the Board and the Executive Board are being reorganized, which naturally brings opportunities for change and growth.

**What specifically has changed as a result of the restructuring?**

As the new Board, we are working even more closely together as a team. In addition to their Board roles, each of us brings a specialist focus to the OWM's work, which we also represent externally.

We have agreed on three key priorities: Firstly, we want to actively shape the framework conditions for

advertising companies by maintaining existing market standards or developing new ones where they are lacking.

Secondly, we want to increase marketing effectiveness and efficiency in a targeted manner. To this end, we are focusing on the topic of cross-media measurement, which we are promoting together with our market partners and members.

Third, we want to actively shape the marketing of the future. The focus here is on topics such as the sensible use of artificial intelligence, sustainable media strategies, and organizational sustainability.

**Artificial intelligence, cross-media measurement, retail media – which of these trending topics do you think is currently the most strategically relevant for advertising companies?**

All three topics are here to stay, because they are far greater than we believe today. They will change the way we work in the future.

In the best case scenario, retail media will fill the gaps in media planning and target group addressing that we have been lamenting for years. Cross-media measurement has caused generations of media planners sleepless nights – a solution is long overdue and, at the same time, highly complex.

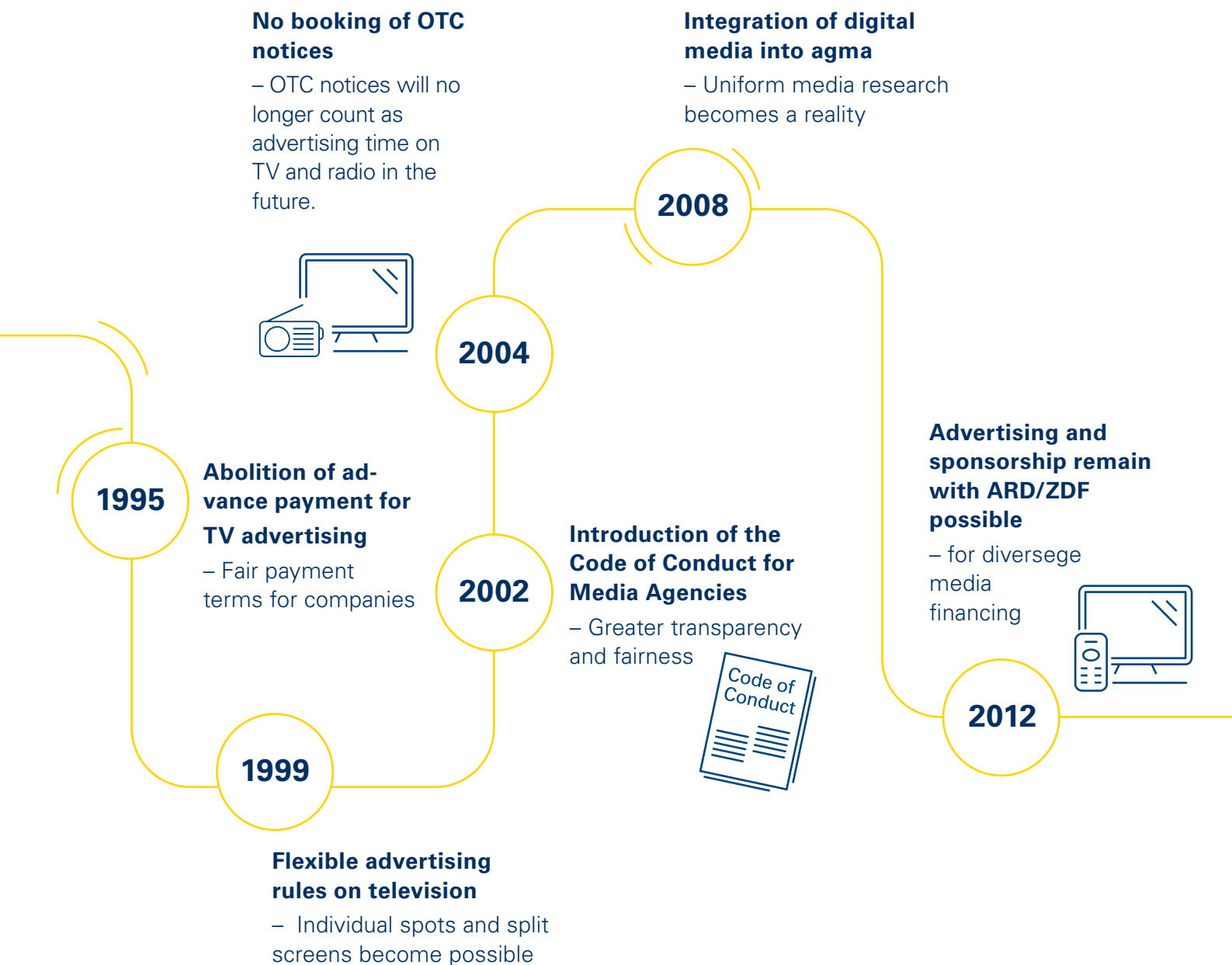
**And how do you assess the use of AI?**

Artificial intelligence promises a groundbreaking change in working methods, but still has its pitfalls in terms of correct application, information accuracy, and security. I think the big issue for us, and therefore also for our members, will be to deploy the right profiles in our own marketing and media teams and to keep them up to date with the latest knowledge. For more than three decades now, we at OWM have been providing strong support to our members, particularly in terms of building up the necessary knowledge and classifying current developments.

**“The Board of Directors and the Executive Board are currently being restructured, which naturally presents an opportunity for change and renewal.”**

# 30 years of OWM

From Its Founding to the Digital Revolution: Why OWM's Advocacy Is More Relevant Than Ever Today.





**Pitch guidelines published**

- Standards for fair agency awards



**EU penalties against digital platforms forms following OWM complaint**

- Platform regulation takes effect

**2022**

**2023**

**2025**

**2019**

**Withholding tax for digital Advertising expenditure halted**

- Important protection, especially for small and medium-sized advertiser

**JIC consolidation welcomed**

- Less complexity, more efficiency in research

**Model contract for media agencies adapted to AI**

- Legal clarity for new technologies

**2017**

**Daily updated online reach figures (AGOF)**

- for better media planning

**Children's food Advertising Act**

- differentiated regulation achieved

**2024**

**Retail media: Code of Conduct introduced**

- clear standards for a new advertising market

# Member to Member

## Our unique network

The focus is on marketing and media decision-makers from advertising companies who share their experiences within OWM, learn from one another, and jointly develop solutions to current challenges in marketing communication and media planning. The close collaboration among member companies gives OWM a strong voice in the market – well-founded, influential, and dialogue-oriented. This exchange is further enriched by the OWM strategic partners: media companies, technology providers, service providers, and consulting experts contribute additional perspectives and strengthen interdisciplinary networking across the industry. The result is a unique forum where knowledge transfer, advocacy, and market shaping go hand in hand.



160+

Members and  
strategic partners



More than

11

billion euros  
annual advertising volume

### **Strong Brands. A Unified Voice.**

107 leading brand companies from the consumer goods, automotive, finance, insurance, and telecommunications industries actively shape OWM as a strong representative of their interests. They pool their perspectives, expertise, and strategic goals – and together provide important impetus for the ongoing development of marketing communications in Germany. Since last year, Colgate-Palmolive, Deutsche Bahn, Heel, Lorenz-Bahlsen, OBI, SEAT Germany, and Teekanne have strengthened the network – and with it the reach and relevance of OWM in the market. More than 60 additional companies are part of the OWM strategic partners. With their expertise and market knowledge, they support numerous studies,

projects, and initiatives – making a decisive contribution to the innovative strength and relevance of the association's work.

### **Achieving more together**

For us, close collaboration among all market participants is essential to pool knowledge, drive innovation, and establish common quality standards. In the national market, we work closely with ZAW, the Joint Industry Committees, BVDW, and GWA. Internationally, as a member of the WFA Executive Committee, we actively help shape advertising guidelines and maintain regular exchanges with sister associations in Switzerland, France, Austria, England, and Belgium.

# Our members

## We are part of the OWM



You can find the latest overview of our members and strategic partners on our website: [www.owm.de](http://www.owm.de)



# OWM Association Work

## Shaping Together, Benefiting Together

### Industry Expertise on the Board of Directors

Members elect the OWM Board from among their own ranks, ensuring direct access to market-relevant industry insights. The Board defines the strategic direction and sets priorities for forward-looking initiatives. It also coordinates collaboration with market partners, working groups, and committees, represents OWM externally, and promotes close networking across the industry.

### Active Participation in Our Think Tanks

In the Market Solutions & Standards working group, our members develop practical proposals on currency and impact measurement, cross-media measurement, joint industry committees, sustainability, and advertising bans. Several times a year, they exchange ideas with experts – their input shapes our positions in all relevant committees.

In the Digital Forum, members focus on digital media and artificial intelligence, with topics such as retail media, ad verification (ad fraud, brand safety), and quality criteria on the agenda. This committee also meets several times a year, joined by industry experts.

We effectively communicate OWM's demands, developed within the working groups, through press releases, panels, and keynotes at industry events.



↑ Susanne Kunz opens OWM Connect Day 2025.

About  
**1,000**  
decision-makers at  
OWM events



↑ Guiseppe Fiordispina, Maike Abel, and Daniel Jäger represent OWM's positions at the W&V Summit.



## Strengthen your network at OWM events

Numerous digital formats are available throughout the year for regular exchange and the transfer of practical know-how.

At more than 20 events last year, we discussed practical topics such as AI, retail media, cross-media measurement, brand safety, and video viewability.

In addition, more than 600 decision-makers attend our top events — Advertisers' Night, the OWM Summit, OWM Connect Day, and "OWM Goes Cannes."

→ The OWM Connect Day 2025 was attended by numerous members.



↑ OWM Executive Program at the Cannes Lions Festival "OWM goes Cannes"



↑ Networking among members is the focus of every event.



↑ Members in conversation at OWM Connect Day 2025 in Frankfurt

→ Our Board member Patrick Swientek at Connect Day.



↑ At the Sponsors' Dinner, members and our support group exchange ideas in a relaxed atmosphere.

# OWM Focus: Retail Media

## Growth market with potential – clear rules remain crucial

Retail media offers interesting opportunities from an advertising perspective.

Targeting consumers in the retail environment or using shopper data on the open web – combined with data-driven campaigns – opens up new opportunities for advertising companies along the entire customer journey. However, important requirements must be taken into account: fragmented systems, non-transparent pricing, and inconsistent measurement approaches make efficient and comparable use more difficult. In addition, the OWM observes concerns about the

growing number of new walled gardens by individual retailers. Closed systems exacerbate market fragmentation, cause high costs for scalable output, and hinder the efficient and effective use of advertising communication. Last year, OWM responded to these challenges by initiating a Retail Media Code of Conduct – in response to structural deficiencies and as a basis for more guidance, transparency, and fairness.



**“Retail media can only reach its full potential if all market partners pull together. Fragmentation jeopardizes efficiency – we need openness and clear rules.”**

**ANNETTE CALANDRINI**

Senior Media Manager,  
Ferrero Deutschland GmbH



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**OWM Webinar** | June 17, 2025  
Use Cases Retail Media

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**Horizont Congress** | June 27, 2024  
Uwe Storch on the panel discussing the potential and challenges of retail media



**Horizont Advertising Impact Summit** | September 24–25, 2024  
Uwe Storch discusses the impact and effectiveness of retail media

**LZ Retail Media Day** | March 26, 2025  
Panel with Uwe Storch on the topic of “State of German Retail Media 2025”

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**How the hype surrounding retail media will finally break out of its niche |**  
HORIZONT | 09/25/2024

**Can retail media gain a foothold in the media mix?** | TextilWirtschaft | 11/06/2024

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## INFO

**Retail media** refers to digital advertising space, retail data, and in-store opportunities that retailers or marketplaces make available to advertisers for advertising campaigns. The range of retail media includes opportunities in off-site, on-site, and in-store environments. The strength of retail media lies in its proximity to the point of purchase and its use of real buyer data. This makes it a powerful tool for delivering brand messages in a more relevant, targeted, and data-driven way throughout the customer journey.

## Outlook

This topic will remain highly relevant in 2025. The OWM remains committed to professionalizing retail media in the long term, establishing market-compliant standards, and providing advertising companies with concrete tools for successful management. Only through uniform framework conditions can retail media reach its full potential – to the benefit of all market participants.



# OWM Focus: Model Contract

Future-proof contractual basis:  
Update of the media agency model  
contract with a focus on artificial  
intelligence and inventory media

Digital governance in media agency contracts ensures greater transparency.

Artificial intelligence is fundamentally changing the processes, services, and framework conditions of media work. New technologies create new opportunities – but also new requirements in terms of responsibilities, transparency, and control.

At the same time, the topic of inventory media is becoming increasingly important, especially in the programmatic environment. In order to keep pace with these developments, the OWM published a revised version of the media agency model

**“The regular review and adjustment of the OWM contract template to current requirements is an important service for our member companies. We have expanded and supplemented the new version, particularly in the areas of artificial intelligence and inventory media. The contract template represents significant added value for our members and provides them with an excellent basis for fair and up-to-date individual agreements with their media agencies.”**



INGO SCHWAB

Head of Media Digitization, Headquarter Deutsche Telekom





As a member, you can access the sample contract online on our website under Service – [\*\*Contract Templates\*\*](#).



**OWM Webinar** | September 30, 2024

Inventory Media – Current Developments – Risks & Benefits

**OWM Webinar** | February 25, 2025

Media Agency Sample Contract AI and Inventory Media

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contract in spring 2025. The update was developed from within the OWM member circle, the law firm Heuking, and the consulting partners at FirmDecisions. The aim was to create clear

standards for responsible, future-proof and technology-compatible cooperation with media agencies.

## INFO

The **OWM model contract** is a tried-and-tested contractual basis for cooperation between advertising companies and media agencies. The current version integrates comprehensive regulations on the use of AI systems and inventory media for the first time – with a view to transparency, quality assurance, liability, and termination rights.

## Outlook

Digitalization is constantly creating new challenges in marketing communication and thus also in relationships with agencies, with corresponding opportunities and risks. The latest revision will therefore not be the last and will continue to closely follow market developments and challenges.

# OWM Focus: Cross-media measurement

## Linking local and global workstreams

OWM members continue to view reach and advertising impact issues as major challenges.

The lack of comparable data across all channels makes effective campaign planning difficult – especially in view of the increasing fragmentation and lack of integration of digital platforms into existing measurement systems. That is why the OWM is calling for the expansion of existing reach models and advocating for integrated solutions from JICs and platforms. OWM welcomes the AGF's X-Reach initiative, launched in 2024, which maps linear and non-linear video and display formats across chan-

nels. OWM also considers the planned adaptation of the WFA initiative for cross-channel measurement to the German market to be an important step forward.

As an all-media umbrella organization, AGMA continues to provide the market with the Intermedia file, an important database for strategic media planning, which was recently expanded to include the new digital model for display.



**“The increasing fragmentation of the media landscape makes effective campaign management more difficult. Cross-channel measurement approaches are essential for this. It is encouraging to see that the JICs are taking on this challenge.”**

**DANIEL JÄGER**

Treasurer, OWM

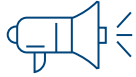
Head of Group Media, Deutsche Telekom



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**OWM Webinar** | April 28, 2025  
Cross-media integration in marketing

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**OWM Connect Day Workshop: Cross-Media Measurement** | May 20, 2025

Phil Smith (ISBA) presented the UK results of the World Federation of Advertisers (WFA) cross-media measurement project. In a dialogue with Kerstin Niederauer-Kopf (AGF Videoforschung GmbH) and Daniel Jäger (Deutsche Telekom), initial perspectives for the German market were discussed.

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**"Not every lettuce needs to have an attitude"** | HORIZONT | 10/30/2024

**AI, retail media, and cookies: OWM analyzes advertising trends for 2024** |  
Retail News | 11/11/2024

**The new OWM board must address these media issue** | HORIZONT | 05/20/2025

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## INFO

OWM has always been committed to creating conditions that allow member companies to carry out their communication measures as efficiently and effectively as possible. The development and establishment of standards for measuring the performance of media and communication channels is therefore an important focus of the association's activities.

## Outlook

With X-Reach, AGF has taken an important step in the market and at the same time actively supported the international development of the WFA initiative to an MVP. Together with AGF, OWM is now examining which findings from the UK pilot market can be transferred to Germany. In addition to TV and digital platforms, other channels such as audio, print, and out-of-home remain relevant for advertisers. The AGMA provides key currency studies for this purpose and is encouraged by the OWM to transfer new formats – such as out-of-home – into integrated planning data.

# OWM Focus: Artificial Intelligence

## AI in practice: A success factor for the advertising industry?

Artificial intelligence remains the central topic in the marketing world.

In order to better understand the developments and requirements of advertising companies, OWM conducted the AI Barometer in collaboration with Accenture again in 2024. The results show that AI has long since arrived in marketing departments – especially in areas such as copywriting, content personalization, and creative process support. The study results impressively confirm that companies recognize the great importance of AI for the marketing of the future. At the same time, it becomes

clear that challenges such as data protection, the adaptation of existing processes, and the development of internal expertise continue to require special attention.

An important milestone in this context was the multi-part webinar series organized by the OWM Academy, which brought members and partners together to jointly develop and share best practices, challenges, and success factors in dealing with AI.



**“With a clear strategy and open exchange within the network, we are succeeding in making artificial intelligence a real added value for the advertising industry.”**

**GIUSEPPE FIORDISPINA**

Marketing Director,  
CUPRA/SEAT Germany, SEAT Deutschland GmbH



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### **OWM Academy** | October 2024

Status of AI – Where is advertising headed?

Responsible AI: Responsible implementation in companies AI in advertising – balancing opportunity and responsibility

November 2024

AI-supported campaign management and efficient media planning and analysis

January 2025

Status of AI labeling requirements in 2025

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### **DMEXCO** | September 18–19, 2024

**OWM Panel:** Maïke Abel (Nestlé), Daniel Jäger (Deutsche Telekom), and Patrick Swientek (Danone) presented the OWM study “GenAI in Advertising: Balancing Opportunity and Responsibility.”

**W&V Summit** | March 18 and 19, 2025

**OWM keynote** with Maïke Abel (Nestlé), Daniel Jäger (Telekom) and Giuseppe Fiordispina (Seat) on the topic of “Protect your brand – brand management through changing times.”

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**How big brands use AI in different ways** | HORIZONT | 09/20/2024

**These are the seven golden rules of AI** | HORIZONT | 11/01/2024

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**AI in Advertising: Balancing Opportunity and Responsibility** | March 2025

An OWM study in collaboration with Accenture

**Marketing in Transition – Where Do We Stand in Germany?** | March 2025

A WFA study in collaboration with OWM

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## INFO

**Artificial intelligence** should be used in a fair, transparent, and comprehensible manner (responsible AI). In marketing in particular, it is essential to avoid biases in order to ensure non-discriminatory content. The EU AI Act calls for ethical standards such as transparency, non-discrimination, and accountability – these form the basis for trustworthy and responsible AI use.

## Outlook

The OWM will continue to expand its range of training courses on AI and provide members with more best practice examples and guidelines. Continuous exchange within the network remains essential in order to use the potential of AI responsibly and innovatively.


# OWM Focus: Brand Safety

## Ad verification, brand safety, and ad fraud are the foundation for effective marketing

Brand safety – and increasingly brand suitability – is of central importance to advertising companies.

It is not just a matter of technical issues, but also of protecting brand reputation, advertising impact, and the social responsibility of advertising. The OWM therefore considers the topic to be an integral part of a modern, responsible marketing and media strategy. OWM members alone represent an annual advertising volume of around 11 billion euros. Their influence is correspondingly large, but so is their responsibility toward

consumers, society, and the media environment. Advances such as pre-bid technologies, AI-supported filters and increased awareness have contributed to better control in recent years. At the same time, we are seeing new challenges: the growing spread of generative AI and internal deregulation at the platform level increase the risk of brand-damaging environments.

A portrait of Florian Bluhm, a middle-aged man with a shaved head, smiling and wearing a grey sweater. He is standing with his arms crossed. The background is a soft, out-of-focus grey and blue.

**“Ad verification and brand safety are not optional – they are prerequisites for effective marketing.”**

**FLORIAN BLUHM**

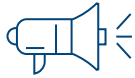
Business Lead Marketing Data Activation,  
CEWE Stiftung & Co. KGaA



**Forum Digital** | March 10, 2025

Contribution by Ingo Schwab (Telekom) on the topic of ad verification and brand safety from Telekom's perspective

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**OWM Connect Day** | May 20, 2025

**Workshop: Ad Fraud / Brand Safety**

Dr. Augustine Fou (FouAnalytics), cybersecurity and ad fraud expert, shared the best strategies for detecting and reducing ad fraud.

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**"Not every head of lettuce needs an attitude."** | HORIZONT | 10/30/2024

**Brand safety first applies more than ever in the age of AI** | absatzwirtschaft | 02/17/2025

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## INFO

**Brand safety** refers to protecting brands from being placed in environments that are harmful, inappropriate, or legally problematic for them. Brand suitability goes beyond this and defines which content is individually suitable for each brand. Both concepts are indispensable for the integrative management of media quality, advertising effectiveness, and reputation protection.

## Outlook

The OWM works tirelessly to educate its members about ad verification, brand safety, and ad fraud. It also calls on politicians to take more decisive action against unfair digital practices. The world of digital advertising is more complex than ever: dominant platforms and new tracking and delivery technologies require clear rules and the enforcement of existing regulations.



# The OWM event highlights

## Advertisers' Night & OWM Summit 2024

On November 5 and 6, 2024, more than 450 guests gathered for one of the most important events in the marketing and media industry: **the Advertisers' Night and the OWM Summit**. Discussions focused on the role of marketing between technology and social responsibility. Among the speakers and participants were CMOs, media decision-makers, agency representatives, and marketers.



↑ Kirsten Latour, Maike Abel, Andrea Tauber-Koch, and Susanne Kunz

↑ The OWM Board met for the OWM Summit in Berlin.



↑ The photo wall – a popular meeting spot for guests



## FUTURE READY?

Talk about: November 4  
and 5, 2025  
**OWM SUMMIT**  
in Berlin



↑ Uwe Storch, Chairman of the OWM Board of Directors, welcoming the participants

↑ Susanne Kunz, Daniel Jäger, Eleonore Ogrinz, Benedikt Faerber, and Maïke Abel



↑ Alexander Erwing, Susan Schramm, and Stefan Mölling



↑ A prime opportunity for networking



↑ Maïke Abel hosts a panel discussion at the OWM Summit

# The benefits of OWM membership

## It pays to be part of it

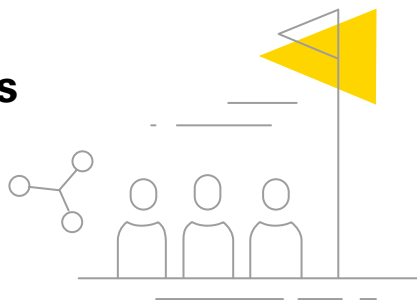


### Exclusive business network

Our members can network at exclusive events such as the annual OWM Summit, as well as through the members' area on our website.

### Active exchange among members

In our network, working groups, and forums, our members actively exchange ideas and help define and prioritize OWM's key topics.



### Strong representation of interests

Through position papers and guidelines, as well as numerous speaking engagements at key industry events, we actively shape both the market and policy at national and international levels, while providing assessments of the most relevant legislative changes and regulations.

**"The OWM offers its members a unique platform to assert themselves in the rapidly changing media landscape. Through joint advocacy, informal exchange in specialized working groups, and extensive knowledge transfer in webinars and at OWM events, members are optimally equipped to tackle the complex challenges of brand management in the best possible way."**

**BENJAMIN SCHULZ-ADAMOS**

Principal Media & Retail Media, OBI



## Up-to-date practical know-how

We continuously expand our knowledge platform through webinars, podcasts, and guides, providing practical expertise, best practices, and legal advice via our partner law firms.

## Relevant studies

Through our studies and annual member survey, we identify market trends and provide relevant, forward-looking insights and guidance.



## Collaboration opportunities

Our members have access to selected industry events and benefit from established partnerships.



## Become a member now

The OWM Member Service team will be happy to answer any further questions at [mitgliederservice@owm.de](mailto:mitgliederservice@owm.de) or +49 (0)30-20 61 68 26.

Ready to join? Download the membership application here and send the completed form to OWM Member Services.

→ [PDF membership application](#)





↑ The new Board of Directors; not pictured: Kirsten Latour and Michael Hähnel

## Board election 2025

In May 2025, the members of the OWM elected the new Board of Directors for the term 2025 to 2028 at their general assembly.

Newly elected to the Board were Annette Calandrini (Ferrero Germany), Giuseppe Fiordispina (SEAT Deutschland GmbH), Dimitri Herber (Warsteiner Brauerei Haus Cramer KG), Daniel Jäger (Deutsche Telekom AG), and Patrick Swientek (Danone Deutschland GmbH).

Together with the existing members, the Board will determine the strategic direction of the OWM and represent the interests of advertising companies in Germany. Maike Abel was elected as the new Chair of the Board; Kristina Bulle will serve as her Deputy and Daniel Jäger completes the Board of Directors as Treasurer.



↑ Maike Abel, Kristina Bulle, and Daniel Jäger form the Executive Board.

# The OWM Board of Directors

## This is us



**Maike Abel**

Chairwoman of the OWM Board of Directors, Digital & Corporate Marketing Director, Nestlé Deutschland AG



**Kristina Bulle**

Deputy Chairwoman OWM, CMO DACH, Vice President Brand Building, Procter & Gamble Service GmbH



**Daniel Jäger**

Treasurer OWM, Head of Group Media, Deutsche Telekom AG



**Florian Bluhm**

Business Lead Marketing Data Activation, CEWE Stiftung & Co. KGaA



**Annette Calandrini**

Senior Media Manager, Media Strategy, Ferrero Deutschland GmbH



**Giuseppe Fiordispina**

Marketing Director, CUPRA/SEAT Germany, SEAT Deutschland GmbH



**Dimitri Herber**

Head of Media & Digital Marketing, Warsteiner Brewery Haus Cramer KG



**Kirsten Latour**

Head of Media & Brand Communication, MCM Klosterfrau Vertriebs GmbH



**Patrick Swientek**

Director Integrated Brand Communication DACH, Danone Deutschland GmbH



**Michael Hähnel**

Delegate of the Markenverband on the OWM Board of Directors, Senior Advisor, Rügenwalder Mühle Carl Müller GmbH & Co. KG

# The OWM Team

## We are here for you

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**Marouan Charrad**

Working Student, Communications  
and Member Services  
m.charrad@owm.de

**Lars Gibbe (retiring in June 2025)**

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**Patricia Schrams**

Head of Communications and Member Services  
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**Dr. Andreas Gayk**

Compliance Officer at Markenverband e.V.  
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↓ Marouan Charrad, Patricia Schrams,  
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