

Media and advertising cooperation, what's next?

Daniel Bischoff, Chief Marketing and Operations Officer @ RTL AdConnect



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In this session, Daniel Bischoff will evoke the big picture transformation that media companies turn in with serving small businesses relevant local advertising on various media platforms and formats, with a special focus on video ads. Daniel Bischoff has now been named Chief Transformation Officer of RTL AdAlliance, the new international advertising sales champion formed by uniting the businesses RTL AdConnect, G+J i|MS and the media division of smartclip.

The speaker



Daniel Bischoff

As Chief Marketing & operations Officer of RTL AdConnect, Daniel Bischoff oversees all relevant marketing functions, including strategy development, pan-European digital and TV planning & buying, cross country total video research, development of scalable inventory products, as well as identification of new business and all sales support. He has been CMO of RTL AdConnect since 2019. Prior to joining RTL AdConnect in 2016, Daniel was head of strategic Marketing at IP Deutschland after joining from a 4,5 year stay at MediaCom Germany where he held various positions, including Managing Partner. In addition to his responsibilities at RTL AdConnect, Daniel Bischoff has now been named Chief Transformation Officer of RTL AdAlliance, the new international advertising sales champion formed by uniting the businesses RTL AdConnect, G+J i|MS and the media division of smartclip.“