

The New Era of Microsoft Advertising & Bing

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We live in an exciting era where change happens at a rapid pace, often from one day to the next. Uncertainty and surprises have become the new norm, and adapting to change is crucial. To keep up, it's essential to stay engaged, identify opportunities, and leverage industry shifts by finding ways to achieve more with less effort. Great examples of this is the rapid development of AI and its impact on various industries or the time during pandemic, forced everyone to adapt quickly, whether in their private or business life. In this presentation, we'll explore the significant changes we've seen in recent years, and what smart ideas and opportunities have arisen including the emergence of the "Workday Consumer" and the start of the "New Age of AI.", especially in the context of Microsoft Advertising and Bing.

The speaker



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