

Press Release

MC CEO Harald Zulauf is elected President of IAA Germany

Berlin, April 1st, 2010. Harald Zulauf, CEO of the international agency network MEDIA CONSULTA (MC), was elected by the German Chapter of the International Advertising Association (IAA Germany) to be its new President. He plans to strengthen the significance of global marketing in Germany.

The IAA is the leading global association where active international marketing ambassadors of organisations, creative and media agencies, international media companies in the fields of print, online and TV as well as scientists come together. Founded in New York in 1938, the IAA now comprises 76 chapters in over 60 nations. All members of the IAA share common objectives, namely exchanging knowledge and training executives in marketing and communications.

“As CEO of a communications agency with 56 branches worldwide, encouraging debate with globally active companies and media as well as the national IAA chapters is very important to me”, explains Harald Zulauf. “On a national level in Germany, I am focusing on increasing the significance of global marketing and further strengthening the German IAA platform.” Moreover, the newly elected President will promote the expansion of advanced training services in the field of global marketing and media within the marketing and communications sector.

In addition to the election of Harald Zulauf as the new President, the German Chapter of the IAA has admitted further marketing and communications experts to its association. Peter Lewis, Managing Director Global Solutions of Mediaedge:cia, serves as Vice President, effective immediately. The new bursar of the IAA Germany is Bernd Reuter, Managing Director, Northern Europe of Accenture. Moreover, Katrin Grünmeier, General Manager of phd Frankfurt, Bettina Schuhmann, Director of selektiv



media Frankfurt, as well as Elisabeth Reinhard, Director of Reinhard International Heidelberg, were elected to the board of the IAA Germany.

Further information can be found on the Internet at www.iaagermany.de.