



Press Release

MESSE MÜNCHEN ENGAGES ALEKSANDRA SOLDA-ZACCARO AS NEW CHIEF MARKETING & COMMUNICATIONS OFFICER (CMCO)

- She takes on a key role for the future strategy of Messe München
- Great expertise in digitization, media and brands

Munich, March 5, 2018

This internationally focused media manager is moving from Territory Content to Results (Bertelsmann/Gruner+Jahr) to one of the world's biggest trade fair companies.

For April 16, 2018, Aleksandra Solda-Zaccaro (49) takes on the management of Central Unit MarCom and thus has responsibility for the internal and external corporate communications of Messe München GmbH as well as all communication measures for over 50 national and international trade shows and events. Since June 2017, Dr. Holger Feist has managed this area in addition to his duties as Chief Strategy Officer at Messe München.

Klaus Dittrich, Chairman & CEO: "We thank Dr. Holger Feist for his highly successful interim management and we are pleased to have attracted Aleksandra Solda-Zaccaro to join us. Since 2015, we have been working with her most successfully as an agency. We got to know her as an impressive leader with an appetite for digital innovation and with great brand and media expertise, which is why we are giving her responsibility for Central Unit Marketing & Communications with about 100 members of staff worldwide. With the claim 'Connecting Global Competence', Messe München will continue to expand its activities at the Munich location, push ahead with international growth and focus on the digitization of its business models. In this, our new Chief Marketing and Communications Officer plays a key role."

Ms. Solda-Zaccaro has won international honors with her teams

This Munich manager brings experience at both group and agency level. She comes from the content marketing agency Territory Content to Results; having founded the Munich branch in 2012, she established it as a major player in the area of content marketing. Aleksandra Solda-Zaccaro has won numerous honors internationally with her teams, e.g. for international magazines, products and services in digital channels, augmented reality and design (the Red Dot Award, Mercury Grand Award, ASTRID Award, GALAXY Grand Award, FOX Award and BCM Best of Content Marketing Award). A qualified business economist, she previously held various positions at the international media group Hubert Burda Media. As corporate communications director, she was responsible for the group's

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internal and external communications; and as managing director of Burda Publishing Center GmbH, she then led several service units of Hubert Burda Media through digital transformation at five locations (Germany, USA, Great Britain, France and Italy). Born in Munich and mother of a nine-year-old daughter, she has been deputy chairperson of the initiative Digitale Stadt München e.V. since 2016.

Further information about Messe München at www.messe-muenchen.de

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.