



**Germany's leading CEO and Expert on Marketing, Digitalisation
and Creativity
CEO BBDO Group Germany**

Christian Rätsch is enthusiastic about the simplification of life through digitalisation. He combines his passion for digital life and work with a long career in the marketing and communications industry. His greatest passion is "getting to the heart of communication".

Christian Rätsch began his professional career at the advertising agency EURO RSCG with an apprenticeship as an advertising salesman. After working as a self-employed management consultant for a few years, he quickly completed a degree in business administration with a focus on marketing and corporate management at the Humboldt University in Berlin. His career took him to the management consultancy BBDO Consulting, to T-Systems and to Deutsche Telekom, where he was responsible for marketing for the business customer mass market and secured the company's market leadership in this area.

After several years as a speaker, consultant and moderator for companies on their way to digitalisation, he is CEO of the agency Saatchi & Saatchi for almost ten years from 2013, as well as CEO at Leo Burnett for five years and head of the advertising agency division of Publicis in Germany. Under his ten-year leadership at Saatchi & Saatchi, Publicis' creative agencies earned numerous awards, including "Agency of the Year". In April 2023, he returned to his professional roots and has become CEO of BBDO Group Germany. There, Rätsch will assume overall responsibility for the agencies of the BBDO Group with locations throughout Germany and become a member of the Board of BBDO Worldwide.

Christian Rätsch is a leading expert in the digitalisation of existing processes. Topics such as brand management, brand communication, reputation on the Internet, networked working and, above all, social media for companies are particularly close to his heart. In simple terms, he knows how to bring the entrepreneurial opportunities of the internet closer to traditional companies in his lectures and speeches thanks to focused information.

Topics (Selection):

- Trends in Digitalisation
- Big Data vs. Big Inspiration
- The power of Creativity
- Ideas in the Digital Age
- Creating Value through Collaboration
- Dealing with GenZ•
- Nothing is Impossible - Overcoming your Limits