



Christopher Kaiser

Co-CEO Ströer Media Solutions

Christopher Kaiser was born in Kassel in 1970. After studying Economics in Oldenburg, he began his career in 1999 at MediaCom. There, he initially helped to build up the agency's online and direct division and worked for a long time in cross-media, strategic customer consulting on various national and international key accounts. Most recently, he was Managing Director of the agency in Hamburg, and played a key role in driving forward the topic of integration & convergence in the media sector.

In 2015, he moved to Ströer and was appointed CEO of the Ströer Digital Group. Christopher Kaiser's focus was primarily on merging the digital investments - SDI, IAM and OMS as well as various other digital investments - to form Germany's largest digital marketer. In parallel, he also played a key role in driving forward the technological connection and data-based, programmatic marketing of Ströer's (D)OOH inventory, based on the company's own technological platform (Ströer SSP), as well as maximum product-side networking between OOH and digital. Today, as Co-CEO of Ströer Media Solutions, he is responsible for cross-media national marketing and in particular for all technological and product-oriented issues.