

## Press release

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### **Christoph D. Erbenich joins GfK as Chief Marketing and Innovation Officer**

**Nuremberg, July 10, 2017 – GfK SE takes an important step towards accelerating its digital transformation by appointing Christoph D. Erbenich as Chief Marketing and Innovation Officer, effective August 1, 2017. In this newly created role, he will align the development of all of GfK’s innovations, gear them towards client-centric solutions and bring these to market readiness. As a member of the Executive Leadership Team, he will report to CEO Peter Feld.**

GfK is transforming into an agile and digital company that aims to create innovative and effective solutions for its customers. The management team has gained crucial specialist knowledge in its drive towards this objective with the addition of a digital expert who brings broad experience in solutions development and marketing.

“In hiring Christoph Erbenich, we are adding a digital thought leader and high class marketing professional to our team,” said Peter Feld, CEO of GfK. “He can draw on excellent knowledge in digital business and brand development, both in B2B and with B2C companies. In essence, GfK is set to gain from his experience in two ways. He will help us understand our customers even better than before and transform GfK into an agile and digital company.”

Christoph Erbenich has profound expertise in marketing and market research in Fast Moving Consumer Goods, based on his previous management positions at L’Oréal and Procter & Gamble. Moreover, GfK will significantly benefit from his experience in the development and marketing of software and services, which he was responsible for as Chief Marketing Officer at digital maps provider Nokia HERE. In a long career as a Partner at McKinsey & Company, he focused until now on digital transformation and new business model development for consumer durables and tech companies, among others.

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#### **About GfK**

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK’s long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using



innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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