



STEPHAN BERINGER
Global Chief Strategic Officer and President EMEA
Tribal DDB

Stephan is a founding member of Tribal DDB Worldwide. He was responsible for launching the German operation in 1995 and the Austrian office in 1999. Through his role as CEO of Tribal Germany and Tribal Austria, he became a member of Tribal DDBs European Board in 2001, and took over as regional lead in 2005. Based in London, Stephan is responsible for Tribal DDB in the EMEA region with its 13 offices. Tribal DDB clients in the region include Air France, KLM, McDonald's, Philips, Unilever and Volkswagen.

Even though he is regarded as a true pioneer of interactive space, Stephan's experience and expertise began with media-neutral roots. Since the nineties, Stephan has worked in the traditional advertising space, while at the same time setting up and eventually leading one of the first integrated agency units in the German market, later known as Tribal DDB Munich.

Stephan has a wide-ranging background. He received a degree in law, worked in the music and film industry, and then in 1988 finally began his career in the advertising business when he joined Heye & Partner in Germany.