

**Dietmar Kruse, Managing Principal, Media Measurement**

Ebiquity

Dietmar, now Global Principal, Media, has more than 25 years’ experience in marketing and media in various executive positions. Prior to joining Ebiquity as CEO in Germany, he was founder of Billetts in 2008 (now Ebiquity) and partner at Accenture for four years, responsible for all marketing and media operations in Germany, Austria, and Switzerland. In his earlier position, he was Executive Director of Media Audits, where he built up the German business for the English company. Dietmar started his career at Procter & Gamble, where he worked for seven years in different leading marketing and media positions.