

Press Release

May 18th, 2018

Comexposium Japan K.K

Nestlé Global Digital Boss Pete Blackshaw's First Presentation in Japan at ad:tech Tokyo 2018

Comexposium Japan K.K. (Tokyo, Japan; Representative Director and President: Masato Taketomi), the organizer of global marketing conferences, has announced Pete Blackshaw, Vice President of Digital Innovations and Marketing, Nestlé and Christian Muche, Executive Parter, KDME as the keynote speakers at ad:tech Tokyo 2018 to be held on Oct. 4th - 5th, 2018 at Tokyo International Forum. Asia's largest marketing conference will celebrate its 10th anniversary.



Christian Muche



Pete Blackshaw



Pete has created the term CGM (Consumer Generated Media) and revolutionized the digital strategy of Nestlé. This will be his first presentation in Japan. Christian Muche, co-founder of DMEXCO will interview Pete.

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Details:

■ What is ad:tech?

ad:tech is a world class conference held in metropolitan cities such as New York, London, Singapore, Shanghai, Sydney, etc. Advertisers, brands, agencies, solution providers, media and various marketers join in this conference. Latest information and trends of ad-technologies and marketing management are discussed.

■ Summary of ad:tech Tokyo 2018

Date: October 4th - 5th, 2018

Location: Tokyo International Forum (Tokyo, Japan)

URL: <http://www.adtech-tokyo.com/en/>

■ Pete Blackshaw's Profile



Vice President of Digital Innovation & Service Models, Nestlé, S.A



Pete Blackshaw is the Vice President of Digital Innovation & Service Models at Nestlé, S.A.

<http://www.nestle.com/> , based in

Switzerland. In addition to helping shape digital innovation for Nescafe, Kit Kat, Purina, and hundreds of other Nestle brands, Pete oversees

Nestlé's industry-recognized Digital Acceleration Team (DAT) as well as the Silicon Valley Innovation Outpost (SVIO) and Nestle's Open Innovation Platform (Henri@Nestle). Prior to Nestle, he served as CMO of NM Incite, a joint venture between Nielsen and McKinsey. He is author of a book by Doubleday entitled "Satisfied Customers Tell Three Friends, Angry Customers Tell 3000: Running a Business in Today's Consumer-Driven World," and periodically authors columns in Advertising Age centered around the book's themes. Pete founded PlanetFeedback.com <http://PlanetFeedback.com>, one of the web's first consumer-feedback portals, and co-founded the Word-of-Mouth Marketing Association (WOMMA). He recently served as Chairman of the Board of the National Council of Better Business Bureaus and in that capacity sat on the National Advertising Review Council. He's a 2015 Mediapost

“Online All Star” Winner, a 2014 inductee of the World of Mouth Marketing Hall of Fame, and a 2010 Grand Prize winner of the “Great Minds” award from the Advertising Research Foundation. Pete is a graduate of Harvard Business School and the University of California, Santa Cruz.

■Christian Muche Profile



Executive Partner KDME & Co/Founding Partner of DMEXCO

KDME

Christian Muche is executive partner and co-founder of the consulting company KDME,

together with his business partner Frank Schneider. In this role, Christian creates successful brands and designs, positions and supports companies as well as individual global executives all over the world. Both are the co-founders and brains behind one of the

leading digital marketing events. Under their leadership, this industry highlight has become one of the biggest and most significant business and innovation platforms for the digital economy within just a few years. With their owned consulting company KDME, this unique executive duo runs the day-to-day business for nearly ten years and created the most valuable event brand for the digital business with an average year-to-year growth of 20% since its launch in 2009.

Christian is an internationally recognized executive and business strategist operating at the intersection of the digital marketing, media, advertising, technology and innovation industries with an extensive track record as senior marketing and sales manager for brands like AOL, Yahoo and FIFA. At those companies he managed regional and global organizations for more than 15 years before founding KDME with Frank Schneider in 2008. A member of various supervisory boards, he also founded and led the German Internet Advertising Association (Online-Vermarkterkreis, OVK) as their chairman, which became the representative arm of the global IAB. For more than 11 years Christian Muche has lived with his family in New Zealand and enjoys various outdoor sports, including mountain biking, trekking and diving.

■ About Comexposium Japan K.K.

Comexposium Japan K.K. is a subsidiary of Comexposium, which is one of the world's leading event organizers headquartered in France. Comexposium globally hosts more than 177 B2B and B2C events across many different sectors including food, agriculture, retail, e-commerce, fashion, security, digital, construction, high-tech, optics and transport. In over 30 countries, Comexposium welcomes more than 3 million visitors and 45,000 exhibitors annually.

<http://comexposium-jp.com/en/>