

DIGITAS

BIOGRAPHY

Stephan Beringer

President, Digitas International

Stephan Beringer, President, Digitas International, is widely regarded as a true pioneer of the interactive space. He offers a career of international experience and understanding of business creativity and innovation from which he'll draw to bolster Digitas' key position in the market. As President, Digitas International, Stephan's key focus is to drive organic and new business in all non-U.S. markets—including EMEA, LatAm, and Asia-Pac—while continuing to strengthen Digitas' global footprint, and growing the Agency's global client relationships.

While Beringer's experience began with media-neutral roots, he forged beyond more traditional advertising and marketing spaces, and in the nineties set up and eventually lead one of the first integrated agency units in the German market: TribalDDB Munich. A founding member of TribalDDB Worldwide, Beringer 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 TribalDDB's European Board in 2001, took over as regional lead in 2005, and effectively tripled the area of TribalDDB's footprint. Beringer was ultimately responsible for TribalDDB in the EMEA region with its 24 offices.

Beringer holds a degree in law and has previously worked in the music and film industries.