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Nuremberg, 7 April 2020

## **Santjer to head communications for the NürnbergMesse Group**

- **At NürnbergMesse, corporate communications and corporate marketing will soon be in one pair of hands**

**Effective 15 April 2020, the new Executive Director of Corporate Communications and Corporate Marketing at NürnbergMesse will be Dr Ulf Santjer, 52, who is making the move to Exhibition Centre Nuremberg after serving sporting goods company PUMA in Herzogenaurach. In this new role he will not only be responsible for the company's internal and external communications but also for its brand strategy. CEO Peter Ottmann is already looking forward to working together: "As a seasoned marketing and PR professional who has previously proven his capabilities on the international stage at PUMA, Ulf Santjer will be a valuable addition to our team." Ottmann's fellow CEO Dr Roland Fleck had this to say: "The coronavirus crisis in particular is underlining just how valuable professional communication is. Ulf Santjer will be an outstanding reinforcement for our successful team led by Thomas Koch."**

Dr Ulf Santjer, who will report directly to Dr Thomas Koch as a member of the Management Board, is already looking forward to the challenges of the trade fair industry: "NürnbergMesse plays in the 'Champions League' of European exhibition companies. I would like to contribute to ensure the company's continued success and further growth, not just in the Nuremberg metropolitan region but also both at a national and international level."

### **About NürnbergMesse Group**

NürnbergMesse Group is one of the 15 largest trade fair companies in the world. It comprises NürnbergMesse GmbH and its 15 subsidiaries and affiliates. The company employs more than 1,000 people at ten locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA.

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Mitglied der  
Member of



European Major Exhibition  
Centres Association



The Global Association of  
the Exhibition Industry

NürnbergMesse Group also has a network of international representatives operating in more than 100 countries. Its portfolio includes around 120 German and international trade fairs and congresses. Every year, up to 35,000 exhibitors (international contingent: 44%) and up to 1.5 million visitors (26% from outside Germany) take part in the Group's own, partner and guest events.

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