

**Lecture** Wednesday | June 5<sup>th</sup>, 2019 | 12:00 p.m. – 12:45 p.m.

## **Dr. Dominik Matyka**

*Chief Advisor DMEXCO & Partner Cavalry Ventures*



## ***Changing Ecosystems***

### **Lecture Title:**

**“Evolving Matchmaking at DMEXCO: What does Matchmaking mean for exhibitions, nowadays?”**

### **Content of the Lecture:**

During his lecture, Dr. Matyka will point out what it means to understand the expo business of tomorrow. Building up on that, he will demonstrate how DMEXCO, the meeting place for all important decision-makers from digital business, marketing and innovation, approaches matchmaking using digital tools and platforms. Following this, he will give an overview of a user-centric app with full networking capabilities, which can be applied in the industry.

### **CV of Dr. Dominik Matyka**

Dr. Dominik Matyka (37) is a serial entrepreneur with extensive digital experience having founded multiple companies. He is a board member and chief advisor for DMEXCO, the world's leading digital marketing exposition and conference with more than +40.000 yearly attendees, +1.000 exhibitors and speakers like WPP founder Sir Martin Sorrell, Twitter founder and CEO Jack Dorsey or Facebook's COO Sheryl Sandberg among many more. In addition to DMEXCO, he is a founding partner at Cavalry Ventures, a leading Berlin-based venture capital fund, having invested in most innovative companies such as Freighthub (together with Northzone), Caroobi (together with BMW). His main expertise is Publishing-, AdTech and MarketingTech. He further has substantive knowledge in Property-, HR- and MedTech. His passion and domain expertise is with marketplaces, SaaS and networks as well as crypto currencies. Before founding Cavalry and joining DMEXCO, Dominik co-founded three successful start-ups and was an active business angel with multiple exits. Most notably, Dominik founded and acted as CEO of plista, a provider of innovative solutions in native advertising and content marketing space, which was eventually sold to WPP Inc.. Before that, he earned a doctorate degree at Technical University of Berlin with studies at the University of Vienna, Cass Business School London and the University of St.Gallen (HSG). Dominik is highly recognized as a successful tech entrepreneur in several prestigious rankings and was a finalist of the EY Entrepreneur of the Year in 2013, ranked multiple times among the most important tech founders and recently got selected Top 100 stars in media and marketing by prestigious W&V magazine.