

## **d&b group appoints Melanie Stegemann**



d&b group, the global event technology specialist and provider of professional AVL solutions, announces the appointment of Melanie Stegemann as its new Vice President of Brand and Corporate Communications. With more than 15 years of experience in brand, public relations and marketing roles, she will play a key role in d&b's management team, ensuring the group's brand vision comes to life through engaging messaging and creative content across all channels, both internally and externally.

At d&b group, Stegemann will head up a diverse team of brand and communications experts and will focus on building a collaborative environment that drives company success. Her role will include a broad range of responsibilities, from brand positioning and communication leadership to content production, thought leadership activities and supporting the strategic decision-making process.

Before joining d&b, Stegemann spent nine years in various senior brand roles at Zumtobel Group, a leading international lighting business, including her most recent position as Head of Brand Marketing Zumtobel. She has also served as Head of PR for Zumtobel Group's technology brand Tridonic and as PR & Marketing Manager for Metro Group. She holds an MA in American Studies, Computer Linguistics and Business Informatics from the University of Duisburg-Essen.

"Joining the vibrant pulse of d&b, a beacon of global innovation and leadership, fills me with an electrifying sense of purpose," said Melanie Stegemann, Vice President

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Brand and Corporate Communications at d&b group. “Guiding our brand and communication strategy isn't just about business — it's about igniting the sparks of possibility and connection within every individual and organization we touch. Our vision is to transform life experiences and we want to unlock creative brilliance in our partners, customers and employees.”

“I am delighted to welcome Melanie to our senior team. She will play a key role in all brand-related and communications efforts across the d&b group,” commented Amnon Harman, CEO, d&b group. “Her international experience, exceptional career track record and passion for communication and marketing make her an ideal fit as we further develop and strengthen our brand in the years ahead.”

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