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Information: [The German version of this press release can be found here](#)

### **Wildstyle Network en route towards the future with a new CEO team: Dirk Popp appointed Co-CEO of the digital consultancy and agency.**

Back to the future: Dirk Popp has joined the management of the creative digital consultancy and agency Wildstyle Network (WSN). As a communications expert with many awards and, up to now, head of communications at HERE Technologies, he will manage the agency together with Steve Nitzschner, CEO partner and founder. As a result, Dirk Popp will strengthen the leadership team around the Wildstyle Network founder and COO Anja Neufert. This new management team will safeguard an excellent position for Wildstyle Network to design and accompany the significant boost in digitalization at its clients – in both creative and digital respects.

“Having Dirk on board let us boost our Wildstyle vision of becoming the address of choice for digital transformation: His expertise will enable us to make decisive progress in important fields for the future, such as digital entrepreneurship, digital platforms and production innovation as well as telling a modern company’s new digital narrative”, explains Steve Nitzschner. “It is a great pleasure, to win such a renowned communication professional for our team. Dirk is a creative and strategist all together. We are complementing each other perfectly. We made a conscious decision to continue as a CEO-duo.”, says now Co-CEO Steve Nitzschner. With its new management team, Wildstyle Network wants to increasingly position itself as a hub for digital entrepreneurship. This includes venture building, research and development as well campaigning and marketing automation.

In his capacity as a Co-CEO and shareholder of Wildstyle Network, Dirk Popp will manage the business from Berlin and reinforce the expansion of the Berlin-based team. “After so many years, I did not really want to return to the classic agency business – but Wildstyle Network is different. The unique mixture of digital and creative consulting with an early-phase investment fund and its own innovation and technology laboratory hardened my decision. All of this is very international and progressive. Wildstyle works on its own products for the digital future with AI or robotics which are then, in turn, used in communications and marketing. The energy, the mindset – and the courage have really fascinated me”, Dirk Popp emphasises the reasons for his decision.

Most recently, Dirk Popp was the Vice-President and Global Head of Corp. Communication at HERE Technologies. He was responsible for resorts like media relations, internal comms and leadership positioning, as well as global content strategy and communication of the transformation of the company. Prior to this, he was a Global Partner and CEO at Ketchum Pleon, which he turned into Germany’s most creative PR agency. As a sought-after international crisis communications expert, he has advised DAX corporations and medium-sized companies from the consumer goods industry, aviation, tourism as well as the retail and service sectors for many years.

### **About Wildstyle Network**

Wildstyle Network is a creative digital consultancy and agency for digital transformation and 360-degree communication with offices in Berlin, Dresden, New York and Shanghai. Wildstyle Network contributes 20 years of expertise and know-how combining creativity and content with innovation and technology. Based on this, Wildstyle Network has gathered experience through with global brands like Microsoft, Porsche, BMW, Bertelsmann, Qualcomm, Samsung, Fujitsu and Thomas Henry, but also by building on its own innovation network. Through its Innovation Fund WSN Angels & Startups, the company has made investments in a portfolio of international startups in robotics, big data, AI, social impact, AR/VR, gaming and fintech for 15 years. Moreover, for many years, Wildstyle Network has also cooperated with renowned research institutions and universities on innovation and research in digital transformation.

Further information on Wildstyle Network is available at: [wildstyle-network.com](http://wildstyle-network.com)

### **[Download image – Wildstyle Network C-Team](#)**

**Caption:** The Wildstyle Network management team (from left to right): Anja Neufert (COO), Dirk Popp (Co-CEO), Steve Nitzschner (Co-CEO)

**Photo credit:** Wildstyle Network/André Forner

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