



Attila Mermer

Managing Director, DACH

Based in Düsseldorf, Attila is spearheading regional business development by introducing Blis' industry-leading location data advertising technology and products to DACH-based media agencies servicing brands in the region.

Prior to Blis, Attila worked at Teads as VP International Sales and was, next to all international brands in DACH, in charge for global strategy for two verticals: Automotive and Finance. Before this time he has been hired by Bloomberg L.P. as Regional Director for UK, Scandinavia, DACH and the Middle East, based in London. Here he oversaw digital, mobile and print sales for Bloomberg Businessweek.

Before Bloomberg, Attila held the position of Head of Sales at The Economist Group in Frankfurt where he oversaw media sales, Corporate Network & supported Economist Conferences in DACH, Scandinavia & Turkey, and has also amassed experience at major broadcast outlets like CNN and CNBC.