

Lars Neumann, Partner

Short biography

As a partner, Lars is responsible for the Services division, which comprises the Media, Performance Marketing and Data & Technology departments. His role also involves the strategic organization of units, responsibility for product innovations, and quality assurance.

In-depth biography

Lars Neumann was born in 1984 and completed a master's degree in sociology at the University of Zurich.

Since 2010, Lars Neumann has played a key role in the development of the agency. As a search specialist, he was responsible for the agency's first clients and was heavily involved in the expansion of the service portfolio. He was also responsible for quality management and the training of new employees. In 2015 he took over the management of the SEA division, the core area of the agency with over 65 employees. Neumann was also a lecturer on digital marketing at the University of Zurich.