



ABU-Rai Days 2025

**Children and the Media:
Ensuring Relevance for Public
Media in the 21st Century**

Bio speakers

Naples, 12-13 June 2025

Rai TV Production Centre



Simona Agnes, Rai, Member of Rai Board of Directors – EBU, Executive Board



Simona Agnes was appointed to the Board of Directors of Rai, Radiotelevisione Italiana in September 2024 by the Ministry of Finance and Economy, having previously held the role since July 2021. A law graduate with highest honours from LUISS University in Rome, she began her career in corporate communications at Piaggio and Telecom Italia. In 2004 she co-founded Simi Comunicazione Srl, focusing on cultural and social campaigns. Since 2011, she has promoted the Biagio Agnes Award and led the Biagio Agnes Foundation, advancing medica-scientific communication and cultural excellence. She also serves on the boards of the Treccani Institute, Treccani Scuola and the Telethon Foundation, and was appointed President of the Conservatory of Music “Santa Cecilia” in 2023. Recognized with several awards, including the Star of Merit for Social Commitment, Agnes remains a prominent figure in journalism and cultural advocacy.

Simona Martorelli, Rai, Director, International Relations and European Affairs



Simona Martorelli has more than 35 years’ experience in the Audiovisual Sector started at Hearst ABC in New York (in 1981) and since 1984 in RAI, also as Responsible for monitoring European and International legislation on license fee and for national and international contracts; coproduction, pre-acquisitions, pre-sales contracts for all RAI’s TV channels and departments, negotiations, and contracts with Italian and International production companies, such as Disney, Warner, and other majors. Formerly seconded as National Expert to the European Commission in the Audiovisual and Media policies Unit. Since 1999 Head of RAI’s Liaison Office of European Affairs in Brussels.

Nargiza Numanova, ABU, Head Secretary General’s Department



Nargiza has extensive experience in the broadcasting industry, having worked as the Head of International Relations at the National Broadcasting Organization of Uzbekistan. Currently, serves as the Head of the Secretary-General’s Department at the Asia-Pacific Broadcasting Union (ABU). Her professional expertise spans various domains including media, sports rights acquisition, training, international relations, projects, and marketing. In her current role, she coordinates high-level strategic initiatives, fosters international partnerships, and manages a diverse range of projects to enhance the visibility and influence of the ABU on a global scale.

Jean Philippe De Tender, EBU, Deputy Director General and Media Director



Jean Philip De Tender is Deputy Director General and Director of Media at the European Broadcasting Union (EBU), based in Geneva. He joined the EBU in 2015 from Belgian public broadcaster VRT, where he held key roles including Director of Television and General Manager of Eén. At the EBU, he leads a wide media portfolio spanning news, music, TV, radio, digital, and major events like the Eurovision Song Contest. Since 2021, he has also overseen strategic development and knowledge exchange, including the Media Intelligence Service and EBU Academy. His focus includes supporting public media transformation and creating a central learning hub on AI to help the industry adapt to rapid technological changes. A Belgian national, he is fluent in Dutch, English, and French.

Maya Götz, Head International Central Institute for Youth and Educational Television (IZI), Bayerischer Rundfunk, Germany- Managing Director Prix Jeunesse International



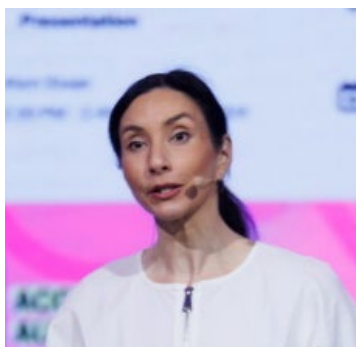
Maya Goetz, Ph.D., is Head of the International Central Institute for Youth and Educational Television (IZI) at the Bayerischer Rundfunk (Bavarian Broadcasting Corp.), Munich, Germany, and of the PRIX JEUNESSE Foundation. Her main field of work is research in "children/youth and media" and gender-specific reception research. She conducts empirical studies such as, "Gender representation in children's TV worldwide and its meaning for girls and boys", "Fear and nightmares from TV" or "Children and Media Worldwide in a time of a COVID-19 Pandemic" and over 200 studies to foster quality in current TV programmes. She published more than 250 articles and 24 books in the field of children, young people and television.

Giuseppe Solinas, Rai, International Relations and European Affairs, Journalist



Giuseppe Solinas is responsible for Cooperation projects at the International Relations and European Affairs Department of RAI, the Italian national Public Service company. He is a journalist with a long experience as a reporter, covering war and crisis areas. He has been a deputy editor of the Foreign News team at Rai Tg1.

Michelle Dickinson, Nanogirl Labs



Dr. Michelle Dickinson is a globally acclaimed keynote speaker, nanotechnologist, and award-winning science communicator, renowned for delivering powerful and engaging presentations to audiences around the world. With over 20 years of engineering experience, she captivates international audiences by breaking down complex, cutting-edge technologies and demonstrating their real-world impact on business and society. As a bestselling author, award-winning TV presenter, podcast host, and founder of Matter Workshop and Nanogirl, Michelle has built a global reputation for harnessing the power of curiosity to inspire learning and innovation. She is deeply committed to reducing inequality in tech, ensuring that everyone, regardless of background, has the confidence and knowledge to thrive in an increasingly digital world.

Miki Mori, Foresterra Inc, CEO, Science Council of Japan, PR Advisor to the President



Miki Mori worked for NHK as a producer for 30 years. Her representative works are "discover science" which awarded ABU prize youth category and anti-bullying global project "FACES" which awarded Japan Prize special prize. After retiring, Miki has launched an independent production company working not only for NHK, but Japanese academic organizations, and international organizations to support online learning portals in developing countries.

Mehdi Khelfat, RTBF, Chief Editor, EBU, Head News and Kids



Mehdi is an experienced journalist and editor-in-chief with over 20 years at RTBF (French-speaking public service broadcaster) in Belgium. He has held various roles, from presenting flagship radio news programs to managing editorial teams and covering major international events for radio and TV. Currently, he leads innovative projects such as Les Niouzz (a news show for children aged 8-12), Mise à Jour on TikTok (targeting 12-17-year-olds), and Tarmac (a platform for urban culture and news aimed at 15-24-year-olds). Additionally, he serves as Chairman of the Kids News group at the European Broadcasting Union (EBU), reflecting his dedication to creating youth-oriented content. Passionate about innovation and knowledge sharing, Mehdi combines journalistic rigor with a modern approach. He is committed to developing content tailored to digital habits while fostering collaboration and engagement within his teams. His experience enables him to anticipate media trends and deliver projects that meet the needs of emerging audiences.

Adele Parmentola, Professor, Entrepreneurship and Innovation, Parthenope University, Naples



Adele Parmentola is full professor of Business Management at the Department of Management and Quantitative Studies (DISAQ) of the University of Naples Parthenope where she teaches Business Management, International Innovation Network and Entrepreneurship. She is the coordinator of the bachelor's degree course in Business Administration the University of Naples Parthenope. She was responsible of the " Knowtrack " the accelerator of ideas and startups of DISAQ. She was Data Manager of the Regional Entrepreneurship Acceleration Program carried out in collaboration with the Sloan School of Management of the MIT (USA). She is involved in many research projects on the topics of entrepreneurship and innovation. She is the author of more than 100 publications in prestigious international journals on the topics of innovation ecosystems, firms' digitalization and new I4.0 technologies, entrepreneurship and green innovation.

Valentina Della Corte, Professor, Strategic Management and Marketing, Federico II University, Naples



Valentina Della Corte is Full Professor of Strategic Management at the University of Naples Federico II, where she also serves as Academic Coordinator of the BA in Hospitality Management and the master's in hospitality and Destination Management. She teaches various management and marketing courses at her home university and at the International University of Monaco. A former Rector's delegate for the university's eighth centenary (Unina24), she is co-editor and author of numerous scientific publications, coordinates national and international research projects in marketing and tourism, and serves as an ANVUR disciplinary expert. She actively participates in major academic conferences and provides consulting services to firms, business networks, and institutions in the areas of strategy, marketing, tourism, and hospitality.

Andrew Davies, ABU, Head Radio



Andrew Davies is Head of Radio at the Asia-Pacific Broadcasting Union. Prior to joining the ABU, Andrew spent 20 years working at the Australian Broadcasting Corporation where he started as a radio producer working across multiple shows. He won a UN Association of Australia Media Award for his radio work. He was a founding member of the ABC's podcast unit, managed digital content teams, helped drive audio and digital content strategy, arranged international podcast co-productions, developed new shows and worked on audio innovation projects. A core theme of his career has been media teams working together to share skills, knowledge, strategies and collaborate on content.

Andrea Borgnino, RaiPlay Sound, Head Original Podcasts



Andrea is a journalist, author, and radio host. Andrea has created several programs for Radio3 Rai dedicated to the world of radio. He worked at the radio news at Rai and at Radio1 as the author of the programme Golem. In 2009 he was New Media Manager at the EBU in Geneva. He published the book *Radio Pirata* (Persiani Editore, 2010). He is responsible for the original podcasts of the Rai Rai Play Sound portal. He is one of the members of the EBU Radio Committee. Every Thursday on Radio3 he talks about the news on the airwaves in the weekly radio show *Interferences*.

Marco Lanzaone, RaiPlay Sound, Director, Digital Radio and Podcasts



Marco Lanzaone is Rai's Director of Specialized Digital Radio and Podcasts. He coordinates the offerings of the five specialized channels Rai Radio Kids (of which he is also Head), Rai Radio Live Napoli, Rai Radio Techete', Rai Radio Tuttaltaliana, No Name Radio and the original podcasts. He teaches "Advertising Techniques and Online Advertising" at Lumsa University in Rome, is a professional journalist, was director of the creative agency of Rai Pubblicità and previously Head of Media and Advertising at Lottomatica.

Veronica Milsom, ABC, Executive Producer Children's Audio



Executive Producer at ABC Kids listen, the children's audio content provider at Australia's national public broadcaster, ABC. Veronica oversees the audio and digital content delivery, as well as managing the 24/7 digital radio station, Kids listen. She has a long history working in radio, including a decade as host on Australia's popular youth broadcaster triple j, and as a presenter on Double j, and the Nova Network. In the last 5 years, she has been a writer, host and producer of several podcasts across multiple outlets in Australia including Audio Studios' *Threads*, and Listnr's award winning *Zero Waste Baby*. Recently, Veronica worked on ABC Kids' *Originals* screen slate, as Head Writer on two seasons of the preschooler TV series *Reef School*.

Ida Ayu Putu Widya Indah Sari, RRI, Producer, Dunia Anak monthly radio show



Ida Ayu Putu Widya Indah Sari is a radio broadcaster in Programa 1 Radio Republic Indonesia (RRI) Denpasar. Since 2020, she has been a dedicated and passionate Producer for Dunia Anak, a vibrant children's program on Radio Republic of Indonesia. With a deep commitment to enriching the lives of young listeners, Dayu Indah is driven by a mission to create content that both educates and entertains. Specializing in developing age-appropriate material, she ensures that each episode resonates with children, fostering their imagination while also promoting values that support their growth and learning. Dunia Anak won 4 awards (2020, 2022-2024) for Best Children's Radio Program by the Indonesian Broadcasting Commission of Bali Province (KPID).

Markus Nikel, Rai, International Advisor, Documentary and Prix Italia



As a commissioning consultant, Markus is advising RAI Documentari, the Italian public broadcaster's documentary department, on international projects. At RAI, he also works with Prix Italia and the International Relations Department. Besides his broadcaster activities, Markus has been working as a Festival Consultant, Programmer and Workshop Tutor, including at Japan Prize, Italian Doc Screenings, Guangzhou International DocFestival, BakaForum and others. Currently, he teaches a course on documentaries and factual programs for Kids and Youth at Manifatture Digitali Cinema, Prato, a media training centre run by the Tuscany Region. His most recent works as an author include "Noto- Garden of Stone" (2023, for German French channel ARTE) and, in 2024, credits as an Executive Producer to a ABU documentary coproduction commemorating the 20 years anniversary of the Tsunami disaster in 2004. Since 2016, Markus serves as the President of the TV Commission of COPEAM, a mediterranean association of broadcasters.

Hitoshi Furukawa, Deputy Secretary General, Japan Prize



Hitoshi Furukawa began his career at NHK, Japan's public broadcaster, in 1990. Over the years, he has worked as a program director and producer on a range of educational and creative projects, particularly for children and young adults. One of the programs he contributed to, PythagoraSwitch, has been well received both in Japan and internationally. He has also had the opportunity to serve as a nominator for several international media awards, including Prix Jeunesse and the International Emmy Kids Awards. Since 2023, he has been serving as Deputy Secretary General of the Japan Prize Secretariat, where he supports efforts to promote excellence in educational content.

Chiara Longo Bifano, Secretary General, Prix Italia



Chiara Longo Bifano is an Italian journalist at Rai and has served as Secretary General of Prix Italia since 2021. Previously, she was Editor in Chief of Video Productions at RaiCom and Head of Communication for the Municipality of Rome. In 2016, she was awarded the Order of Merit of the Italian Republic. She has held leadership roles at the Italian Centre for Broadcasting Journalism in Perugia and is a member of the National Order of Journalists. Bifano began her career at Vatican Radio during the 2000 Jubilee and later worked at TG2, covering foreign affairs and international events. She has also hosted GR radio and led the morning newsroom on Rai's 24-hour News Channel. In 2018, she published a book on migration and storytelling to challenge misinformation and prejudice.

Luca Milano, Former Rai Kids Director



Luca Milano is a public service media expert & manager at RAI Radiotelevisione Italiana from 1992 until March 2025. Executive Director of Rai Kids (2017-2025), responsible for production and acquisition of kids' content for RAI's linear TV Channels and for the platform Rai Play. Rai Kids is one of the main European commissioners and investors in content for children and kids, especially in Animation and kids' Live Action. Previously, Luca Milano worked for years as Deputy Director of Rai Fiction, Rai's department in charge of TV drama production. Luca has been Chairperson of the Kids' Media group of the European Broadcasting Union (EBU), is a member of the International Academy of Television Arts & Sciences (Emmys), juror in several international Festivals, and a professor of TV Drama and Animation at Rome, Milan and Florence Universities. He is a journalist and before RAI worked as Information Officer at UNICEF.

Roberto Iacoviello, Rai Crits, Head A.I. Computer Graphics Specialist



Roberto Iacoviello leads the Video Group at Rai Radiotelevisione Italiana's R&D department, where he has been driving innovation in broadcast technology since 2007. A graduate of Politecnico di Torino, his research is currently focused on Artificial Intelligence, Generative AI, and Virtual Production in the context of broadcast media. Roberto plays a key role in several international standardization and innovation initiatives. He leads two expert groups at the European Broadcasting Union (EBU): the Video Evaluation Group and the Immersive Media Group. He also chairs the Enhanced Video Coding Group at MPAA (Moving Picture, Audio and Data Coding by Artificial Intelligence) and actively contributes to the work of MPEG (Moving Picture Experts Group). He has led multiple IBC Accelerator projects, including the ongoing initiative titled "A Framework for Generative AI", which explores the integration of generative technologies into media production workflows.

Jinsu Shin, EBS, Children's Content Producer and Commissioning Editor of Animated TV Shows



Jinsu Shin is a producer and commissioning editor at EBS (Educational Broadcasting System of Korea, the only podcast in Korea focusing on education) with over 10 years of experience in children's animation and TV programs. After starting his career as a director and creator of TV programs, he now focuses on developing animation IPs and international coproductions. His projects include "Tish Tash" and "Rainbow Bubblegem," which have been distributed globally and well-received. He actively seeks animation projects that blend positive values with Entertainment. His passion for new challenges has led to various side projects, including documentary producing, creating short animations, and acquiring global animations (with the French classic "T'choupi et ses Amis" being his favorite). He also manages EBS's kids' SVOD service called ANIKIDS.

Carlo Rodomonti, Rai Cinema, Head Strategic and Digital Marketing, Anica- Union of Digital Editors and Creators, President



Manager specialized in marketing within the media and entertainment sector; lecturer in "Economics of Crossmediality" at the Master's in Image, Cinema, and Audiovisual at the Catholic University; President of the Union of Digital Editors and Creators at Anica. He has articulated experience in launching film products, organizing events, and integrated management of digital, social, and VR platforms. In his current role as Head of Strategic and Digital Marketing at Rai Cinema, he launched the first Italian VR app for film content and events, created the first network of VR cinemas in Italy, developed the Rai Cinema metaverse, and initiated a series of transmedia and innovative projects. Previously, he served as marketing manager at 01 Distribution and Medusa Cinema. He began his professional journey as a Marketing Assistant at Medusa Film. Head of Strategic and Digital Marketing at Rai Cinema- President of the Union of Digital Editors and Creators- Anica

Arturo Lando, Professor, Media Studies, Suor Orsola Benincasa University



Arturo Lando, newspaper journalist in the eighties and nineties ("Il Giornale di Napoli," "La Città di Salerno"), gradually moved to University. In 2003, he co-founded the "Suor Orsola Benincasa" School of Journalism in Naples, affiliated with the National Order of Journalists. He served this training facility as scientific coordinator until 2014. At the Suor Orsola Benincasa University he now teaches Teorie e tecniche dei media and is the scientific coordinator of the Master in Cinema and Televisione. He created this course in 2015 with the artistic direction of producer Nicola Giuliano. His publications include: "Azione, smarrimento ed estasi nel cinema- Introduzione all'estetica del film" (Napoli, Editoriale Scientifica), "Disability, inclusion and self-actualization: an audiovisual educational path" (Cádiz, ReSed), "Mainstream Tv and social representations: Netflix and the Rosa Peral case" (Cádiz, ReSed).

Maria Luisa Mazzei, Rai, International Relations and European Affairs, Head Asia and Africa Desk



Maria Luisa has been working for Rai since 1986, in different roles: production, international distribution, marketing and sales, and international relations. For 15 years she conducted multilateral negotiations for the distribution of Rai tv and radio channels with a focus on countries in Asia and Africa. She represented Rai in the annual Caasba Satellite Industry Forums in Hong Kong, at Mipcom and Miptv in Cannes, and in conferences all over the world. She is in the EBU, IBA Committee (International Broadcasting Assembly) and for many years a member of the Bruges Group (a group of more than 20 European public service media with international satellite channels) and of the IBG Committee (International Broadcasting Group for international radio channels). In her current role at Rai as Head Asia and Africa Desk at Rai, International Relations and European Affairs, she contributes to the development of international coproductions and events, and to the creation of a cultural diplomacy dialogue and cooperation between Rai and broadcasters in Asian and African countries.

Davide Di Stadio, Rai Digital, Creative and Content Production Manager



Davide Di Stadio is currently the Creative and Content Production Manager for the RAI Digital and Transmedia division. With decades of experience in TV production at RAI, Italy's public service media, he has held various roles throughout his career, including filmmaker, writer, director, art director, and acquisitions manager. He has worked on cross-media programmes covering current affairs, history, crime, science, and digital literacy. He served as Art Director for Rai Expo during the 2015 Universal Exposition in Milan, leading creative efforts on one of the country's most high-profile international projects. Since 2022, he has been responsible for several "digital-first" projects aimed at an under-30 audience, with a particular focus on innovation, young digital entrepreneurship, digital skills for the jobs of the future, misinformation and media literacy. Throughout this time, he has also experimented with new formats and languages, alongside the use of new technologies such as artificial intelligence.

Francesca Cimino, EBU, Members Intelligence Services, Audience Research Specialist



Francesca has been with the EBU Media Intelligence Service since 2012, prior to this, she gained valuable experience working in the UK for Nickelodeon and Channel 5. Specializing in Audience Research and Children's media consumption trends. She oversees audience data collection and reporting and monitors industry developments for these areas. A core part of her role is supporting EBU Members in exchanging insights on PSM audience research.

Philomena Gnanapragasam, Asia-Pacific Institute for Broadcasting Development (AIBD), Secretary General



Philomena is Secretary General of Asia-Pacific Institute for Broadcasting Development. She comes with a vast experience in Broadcasting both radio as well as Television. Philomena has 12 international awards for Children's Programmes and documentaries for both mediums. She conceptualised and wrote several children's television series for Radio tv Malaysia. Besides which she sits in the panel for children's programming in RTM. She currently works on media literacy with UNICEF reaching out to children in several parts of the world through AIBD. AIBD also conducts training programmes for children in the region.

Ismihan Yilmaz, TRT, Director, ÇOCUK



Ismihan Yılmaz is a Turkish journalist, TV producer, and content manager, currently serving as Director of TRT ÇOCUK since 2024. A Communications graduate from Ankara University, she began her career at TRT's documentary department before pursuing further studies in Canada and the U.S. Returning to Turkey in 2012, she produced documentaries and later became Deputy Head of TRT ÇOCUK in 2014. She oversaw commissioning, acquisitions, and both live-action and animated productions, contributing to the channel becoming the most-watched children's broadcaster. She also founded and directed the TRT International Children's Media Conference (2014–2018). Yılmaz has also worked in investigative journalism at TRT World and has been a four-time jury member for the International Emmy Awards.

Wouter Quartier, EBU, Head Digital, Transformation and Platforms



Wouter Quartier is a senior digital strategy and transformation practitioner with over 18 years of experience at Flemish broadcaster VRT as Head of Research, Manager of the Kids' channel and digital strategy manager. He has been appointed as the EBU's new Head of Digital, Transformation and Platforms in August 2021 where he oversees the digital activities of the EBU members, the contact with the major platforms and the digital transformation initiative.

Sarah Tareen, Director, STP FILM, Kids Fight – A Fight for Identity



Sarah's films focus on social justice and youth empowerment, amplifying underrepresented voices in Pakistan and beyond. Her work has been recognised by major international festivals and organizations, including Channel 4, the Norwegian Film Institute, and Creative Europe. Her upcoming documentary, Kids Fight, explores the intersection of youth, social mobility, and combat sports. Her accolades include honors from ADC Cannes Lions, Caples, Clivos, D&AD, Dubai Lynx, Effies, LIA, Spikes Asia, and The One Show.

S. Izmerai Munim Durrani, Producer, STP FILM, Kids Fight – A Fight for Identity



Izmerai is an award-winning producer with a global perspective, having worked across the UK, Dubai, and Istanbul. He has produced acclaimed films such as Truck Art Childfinder that received widespread acclaim, earning four Lions at the 2019 Cannes Lions International festival of Creativity and numerous awards, including 4 Golds, 1 Silver, and 4 bronzes at the Spikes Asia Creativity Festival, 11 Grand Prix at Dubai Lynx, 4 D&AD Awards, and multiple accolades at the Cilo and LIA Awards. As the producer of Kids Fight, Izmerai plays a key role in shaping the film's vision, ensuring it aligns with themes of empowerment and resilience.

Allamyrat Archayev, State Committee of Turkmenistan for Television, Radiobroadcasting and Cinematography, Head International Relations



Allamyrat Archayev is a seasoned media and international relations professional who has served in the State Committee of Turkmenistan for Television, Radiobroadcasting, and Cinematography since 2006. He has worked extensively as a reporter-editor in the Economy Department of the International "Turkmenistan" TV channel and played a pivotal role in advancing Turkmenistan's media diplomacy. In his current capacity as Head of the International Relations Department, he has facilitated cooperation with global media entities and overseen the organization and signing of numerous international memorandums and agreements, significantly contributing to the country's outreach globally.

Isabelle Dochy, EBU- EU Policy Advisor



In 2017, Isabelle joined the European Broadcasting Union- Brussels Office, which follows EU regulatory and policy developments affecting the audiovisual sector and ensures that public service media perspectives are considered by EU decision-makers. Isabelle is passionate about the media and European integration. Recently, Isabelle completed an advanced master's programme (LL.M.) in intellectual property and information technology law, which complements her degree in Information and Communication and her post-graduate studies in European Politics.

Anna Herold, EU Commission, Head Audiovisual and Media Services Policy Unit



Anna Herold is currently Head of the Audiovisual and Media Services Policy Unit at the European Commission. She was previously Member of Cabinet of Günther H. Oettinger, European Commissioner responsible for Digital Economy and Society, and subsequently, Budget and HR. Prior to that, she was Assistant to Deputy Director-General of DG Communications Networks, Content and Technology of the European Commission, Roberto Viola. Anna Herold has worked for the European Commission since 2003, dealing with media, audiovisual and telecoms policy as well as competition law. She holds a PhD in Law from the European University Institute in Florence and has written on media law and policy, international trade and competition law.

Suranga B. M. Jayalath, ABU, Former Chair, IPLC & CMG Sri Lanka, Legal Affairs Director



Suranga Jayalath holds LLB (Sri Lanka) and Master of Business Law (Monash University, Australia) degrees and is an Attorney-at-Law. He serves on the main Board of Directors of the Capital Maharaja Organisation Limited, one of the largest conglomerates in Sri Lanka. He is a member of the London Court of International Arbitration (LCIA) and a member of the Commonwealth Lawyers Association.

Juergen Burggraf, ARD, Head of European Affairs Office in Brussels



Juergen Burggraf is the Head of the ARD Liaison Office to the European Union in Brussels, a role he has held since mid-2007. With a background in political science, history, and Islamic studies—studied across Germany, Jordan, and Egypt—Burggraf began his EU-focused career as an assistant to a German Member of the European Parliament. He later joined the ARD Liaison Office in 1998 and gained extensive experience before leading the office. He also served as assistant and intermediary head of office to the Director General of WDR, Fritz Pleitgen. He has actively contributed to European media policy, notably through roles within the European Broadcasting Union (EBU), including as Chair of the Public Service Media Funding and Governance Group (2017–2021) and as a member of the Legal & Policy Committee. Additionally, he has served on the Advisory Board to the German UNESCO Commission on Cultural Diversity.