

## International



**Name:** Sven Wedig  
**Position:** CEO  
**Institution:** Target Group  
**Branch:** Marketing

### **Moderator of followed lecture:**

„The Use of Sport Simulations in the course of training of professional teams “

### **Biography:**

Sven Wedig, born in 1978, studied economics at the Bonn University. During his career he was Assistant to the White House Correspondent at CBS News, Washington, and held responsible positions in marketing, amongst them Marketing Manager of Tank & Rast GmbH & Co.KG, Bonn, and Marketing Director of Adavi GmbH. Since 2005, Sven Wedig was one of the executive officers of the agency group celebration concept gmbh & Co. KG, where he was in charge of targeted marketing and strategical communication and held managerial responsibilities for the subsidiary enterprise celebration media. During that time, he consulted companies such as AOL Germany or Computec Media AG. From 2006 to March 2008, Sven Wedig was in charge of public relations and marketing of the online search engine wazap.de as the Director Marketing & PR Europe.

Since 01.03.08 Sven Wedig has been working for the establishment of the online business of flashpoint AG as the administrator for Online Development, simultaneously he continues leading his targeted marketing agency “target group” which he has re-founded in 2006; due to his high networking competence and experience in the media, customers like Sat 1 could be acquired for the agency.

Sven Wedig's sports career began in the youth squad of BW Cologne. His first hockey matches in the German national league followed in 1996 for THV Bonn. As a member of the sports-sponsoring society of the German Army, Sven Wedig won the silver medal at the CISM World Cup along with the national team. Further highlights of his active hockey career were: Advancing with DHC Hannover to the 2. division of the German national league West, climb to the 1. division with Blau Weiss Berlin.

## eSports Conference