

## **Curriculum Vitae Sacha Berlik**

Sacha Berlik is currently a member of the Supervisory Board of YOC AG. The entrepreneur and investor was Managing Director EMEA at The Trade Desk. Previously, he founded the first European programmatic marketing agency mexad, which he sold to DataXu (now ROKU). In addition to the digital agency Oridian (now Ybrant Digital), he founded one of the first European adNEtworks, Active Agent, and planned the online presence for the major German private TV channel Sat.1.

## **CURRICULUM VITAE**

**Sacha Berlik**

**Corporate Governance - Compliance - Culture**

German nationality

Married, 3 children

Resident in Cologne, Germany

### Languages

German: Mother tongue

English: Fluent

### Work experience

2016 to 2020	Managing Director EMEA, The Trade Desk
2011 to 2015	General Manager Europe, Dataxu (now ROKU)
2008 to 2011	Founder/CEO mexad (sold to Dataxu in 2011)
2003 to 2008	General Manager Western Europe/Co Founder, Oridian
1999 to 2002	Founder/CEO, Active Agent GmbH (now Goldbach Media)
1997 to 1999	Head of Sales, Sat1 Online

### Education

Studied at the University of Marburg and the Free University of Berlin, graduating in Business Administration/General Management (1992 to 1997).