

FEDMA Announces Key Leadership Promotions: Robin de Wouters Appointed Director General and Enrico Giroto Promoted to Director of Public Affairs

Brussels, 1 July 2024 – The Federation of European Data and Marketing (FEDMA) is pleased to announce the promotion of Robin de Wouters to Director General and Enrico Giroto to Director of Public Affairs, effective immediately. These strategic leadership appointments are set to drive FEDMA’s mission of advancing the European data-driven marketing industry.

“Both Robin and Enrico have achieved significant results in their areas of expertise, raising FEDMA’s profile with key stakeholders in Brussels and increasing its influence on the key legislative issues for the data and marketing industry. Their leadership has impressed the Board, and we are delighted to announce significant promotions for both, which will ensure a strong and stable future for FEDMA in Brussels.”

Christopher Combemale, DMA UK CEO & FEDMA Co-Chair
Dr. Sachiko Scheuing, Acxiom European Privacy Officer & FEDMA Co-Chair

Robin de Wouters Appointed Director General

Robin de Wouters, formerly the Communication & Commercial Director, has been with FEDMA for over 3 years, playing a pivotal role in advancing the organization’s initiatives and expanding its influence across Europe. As Director General, Robin will oversee FEDMA’s operations, strategic planning, and communication and commercial efforts. His deep industry knowledge and proven leadership will be instrumental in guiding FEDMA through the rapidly evolving landscape of data-driven marketing.

“I am honored to take on this new role at such a critical time for the industry,” said Robin de Wouters. *“I look forward to working closely with our members and stakeholders to continue driving innovation and promoting best practices in data-driven marketing.”*

Enrico Giroto Promoted to Director of Public Affairs

Enrico Giroto, who previously served as Head of Policy, has been a key player in FEDMA’s public policy and advocacy efforts for many years. In his new role as Director of Public Affairs, Enrico will lead FEDMA’s engagement with European policymakers, regulators, and industry partners. His expertise in public affairs will enhance FEDMA’s ability to influence policy decisions and promote a favorable regulatory environment for data-driven marketing.

“I am excited to step into this new position and continue advocating for the interests of our members,” said Enrico Giroto. *“Together, we will work towards ensuring a sustainable and dynamic future for the data-driven marketing industry.”*

About FEDMA

The Federation of European Data and Marketing (FEDMA) is one of the most respected and influential advocacy trade associations in Brussels on all matters related to privacy, consumer protection and data-driven marketing. Our objective is to promote and protect the European data driven marketing industry by creating greater acceptance and usage of data marketing by European consumers and business communities. FEDMA develops ethical standards for the industry to ensure greater consumer trust, and fights for the freedom of communication by encouraging European institutions to ensure a healthy commercial and legislative environment within which the industry may operate and develop.

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