

## PROFILE

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### Björn Portillo

Managing Partner - hmmh AG



Björn Portillo joined hmmh in 1989 as Art Director and has been a member of the management board of the digital agency since 2001. As a managing partner, he focuses on the importance of digital transformation for business and the media and, as part of his role, also drives forward the business development of the agency.

As a qualified Communications Designer, he has a seat on the advisory committees for both the Master's degree course in Media Culture at the University of Bremen and the "BRENNEREI next generation lab". In addition to this, he is chair of

"bremen digitalmedia" and is heavily involved in the creative economy in Bremen. In his presentations, Björn Portillo draws on his experience and his engagement to address the importance of Connected Commerce and the accompanying digital transformation processes, especially in trade. He also speaks about new corporate strategies and the promotion of young talent in the creative economy. Björn Portillo was born in Bremen in 1970 and is married with two children.

**Born:**

1970 in Bremen

**Family:**

Married,  
two children

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**Career history:**

- Hanke advertising agency
- hanke multimediahaus AG
- Chair of bremen digitalmedia & a member of the support association (Förderverein) for "dual" degree courses

**Key themes:**

- The importance of digital transformation for business and the media
- Agency & corporate strategy
- Connected Commerce

**Press contact:**

Jana Loock • e-mail: [CorporateCommunication@hmmh.de](mailto:CorporateCommunication@hmmh.de) • Tel: +49 421 696 50 237  
hmmh multimediahaus AG • Am Weser-Terminal 1 • 28217 Bremen • [www.hmmh.de](http://www.hmmh.de)