

## **Dr. Hauke Berndt elected as first chairman of DiWiSH e.V.**

*As part of the board elections on October 20, 2020, Dr. Hauke Berndt, CEO of ppi Media GmbH, was appointed as the first chairman of Digital Wirtschaft Schleswig-Holstein (DiWiSH), the central network of the IT, media and design industries in North Germany.*

**November 01, 2020.** DiWiSH is an industry network that brings together SMEs from the digital economy between the North and Baltic Seas. The association aims to strengthen Schleswig-Holstein's capacity and image as a technological region and promote the establishment and expansion of SMEs in the technology sector to create more jobs there.

DiWiSH held its general meeting on October 20 this year – for the first time in a completely virtual environment. Dr. Hauke Berndt was elected as the new first chairman by the 50 members in attendance; he succeeded Lars Müller, CEO of wigital GmbH, who left his role on the same evening.

“The digital economy is an important sector that is driving digitization in Schleswig-Holstein. With 250 members, DiWiSH is the largest industry network of SMEs in the IT, media and design industries between the North and Baltic Seas and a strong voice for our industry. I look forward to developing this position over the next few years”, says Hauke Berndt.

In addition to Hauke Berndt, the DiWiSH board includes Professor Dr. Doris Weßels from Kiel University of Applied Sciences and other representatives of companies and universities in Schleswig-Holstein.

### **About ppi Media**

ppi Media develops highly efficient solutions and services for media companies. The owner-managed software house was founded in 1984 and has since become the leading workflow specialist for automated newspaper production. 80% of all daily newspapers on the German market are produced using products developed by ppi Media. Media companies in Europe, Asia, Africa and the USA use the firm's solutions in their daily work for the planning, production and editorial workflows of their digital and print products. ppi Media also has a business line called “Digital Services”, where it provides companies outside the publishing industry with support in the form of customized software solutions and targeted advice for digital projects. Its digital services include innovation workshops, active project support from teams of experts and the development of customized software.

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