Press Release | November 2, 2026

Sasa Stjepanovic appointed CIO of Messe München

Effective November 1, 2026, Sasa Stjepanovic has been appointed Senior Director IT / CIO in Messe München's Operations division. With this appointment, the company is strengthening the strategic management of its IT and systematically advancing the digital development of its core business.

The demands placed on digital platforms, data management and the use of artificial intelligence are becoming increasingly important to the success of modern trade show organizers. Against this backdrop, Messe München is appointing Sasa Stjepanovic as Senior Director IT / CIO in its Operations division, further strengthening IT's role as a strategic driver of business success.

Sasa Stjepanovic will join the Operations division and report directly to Christian Grodau, Executive Director Operations / COO of Messe München, who has held the CIO role in addition to his responsibilities as COO.

With more than 20 years of experience in IT, digitalization, data and artificial intelligence, Stjepanovic brings extensive experience in leading complex technology and transformation organizations. Most recently, he served as Senior Vice President Digital, Data & AI at E.ON Germany. His responsibilities there included digital sales and service platforms, the overall IT architecture, and the Data & AI and Customer Experience functions. He also held other leadership positions within the E.ON Group and at Telefónica.

"For Messe München, digitalization is much more than a technological task. It is a key driver for the continued development of our core business, making processes more efficient and offering our customers innovative experiences," says Christian Grodau, Executive Director Operations / COO of Messe München. "With Sasa Stjepanovic, we are bringing on board a leader with extensive experience in digitalization, data and artificial intelligence. He combines strategic foresight with the ability to deliver and will provide valuable impetus for the further development of our IT and digital strategy."

Commenting on his new role at Messe München, Sasa Stjepanovic says: "The company stands for international networking, innovation and economic

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dynamism. I look forward to working with the teams to help shape the company's digital future. My goal is to harness the potential of technology, data and artificial intelligence in a targeted way to further strengthen the trade show business, create added value for customers and equip the organization to meet future demands over the long term."

This appointment marks an important step in the continued development of Messe München's IT and digital strategy. The aim is to establish the technological foundations for Messe München's strategic direction and drive the company's long-term digital transformation.

About Messe München

As one of the leading trade fair organizers, Messe München presents the world of tomorrow at around 90 trade fairs worldwide. The portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. This includes 14 world-leading trade fairs such as bauma, BAU, IFAT, and electronica, cooperation events such as IAA MOBILITY, and numerous guest events.

With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Together with its 1,200 employees in the group, it organizes trade fairs in China, India, Brazil, South Africa, Kenya, Türkiye, Singapore, Vietnam, Hong Kong (SAR), Thailand,
the USA, and Saudi Arabia.

Around 150 events per year attract over 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic engine that generates billions in purchasing power.