

# SYZYGY AG

## Frank-Michael Schmidt

### Member of the Supervisory Board of SYZYGY AG Berlin, Germany

**First appointed:** March 2026  
**Appointed until:** Annual General Meeting 2026

**Profession:**  
President of WPP Deutschland Holding GmbH & Co. KG  
CEO Scholz & Friends Family GmbH

**Place of residence:** Hamburg

#### Personal information

Year of birth: 1962  
Country of birth: Germany  
Nationality: German

#### Academic background

Studies: Political science, philosophy and journalism/communication studies at the Free University of Berlin (M.A.)

#### Professional

2023–present: President, WPP Deutschland Holding GmbH & Co. KG, Frankfurt  
2008–present: Chief Executive Officer, Scholz & Friends Family GmbH, Hamburg  
2003–2008 CEO Scholz & Friends Germany; Partner Scholz & Friends Group GmbH, Berlin  
1998–2003 Chief Strategic Officer, J. Walter Thompson GmbH, Frankfurt  
1991–1998 Strategy Consultant, Lowe Lintas & Partners GmbH (formerly Lintas), Hamburg

#### Expertise and focus areas

Frank-Michael Schmidt stands for consistent, results-oriented brand and corporate management. He combines strategy, creativity and technology to enable scalable digital transformation and has successfully built and managed large agency networks and cross-functional teams. He has extensive experience in customer orientation, professional key account management and confident C-level stakeholder management. His expertise contributes significantly to the growth and efficiency of the company. His career has been characterised by an entrepreneurial willingness to embrace change.

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His focus on change and transformation management as well as talent and cultural development strengthens organisational performance and supports sustainable value creation.

## **Key areas of expertise on the Supervisory Board**

Frank-Michael Schmidt covers the composition objectives of the Supervisory Board in the areas of innovation, marketing and strategy.

He has expertise in the following business-related areas of competence:

- Leadership position in digital transformation
- Integration of technology, data and creativity
- Many years of experience in leading positions in the agency industry
- Strong brand management and communication strategy
- Distinctive corporate and network strategy

## **Memberships in statutory Supervisory Boards**

None.

## **Mandates in comparable domestic or foreign control bodies of business enterprises**

None.