

# RESUME DIRK RITTERS



Hello, my name is Dirk Ritters. I am a versatile individual, which is also reflected in my quite diverse resume.

On the one hand, I am passionate about audio and have worked as a host and editor for radio stations like "delta radio" at an early age. At the same time, I have also gained profound knowledge in the digital field through my work for agencies and portals such as schleswig-holstein.de or hamburg.de.

That's why I still support media companies in digital transformation and currently hold the position of Chief Revenue Officer (CRO) at RTL Radio Deutschland, a holding company that is involved in 17 radio stations in eleven federal states. My focus is on building technical infrastructures and conveying know-how in handling modern systems for digital marketing as well as finding new revenue streams like "Programmatic Radio".

With my own company "MEDIACODERS," I advise teams on the planning and implementation of software projects based on Amazon Web Services. In this context, I earned the Cloud Solutions Architect (Associate) certificate for the first time in 2017. Based on the AWS Well-Architected Framework, we have also developed a coaching program around Tech/Software Due Diligence at "MEDIACODERS" and have already supported numerous companies in financing phases.

If I have some spare time, I enjoy organizing specialized events related to audio/radio and the digital world, such as the "Radio Hack Day" in 2013 or the "Programmatic Audio Day" from 2016 to 2018.

Through the diverse stages in my life, I have acquired profound knowledge in software architecture, cloud technology, Kanban, digital transformation, project management, leadership, OKR, audio/radio streaming, and programmatic advertising. I am happy to bring this expertise to my work.

## Contact information

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Photo: <https://www.dirkritters.de/dirk.jpg>