



MARCO SPARMBERG

VICE PRESIDENT & HEAD OF CONTENT DEVELOPMENT, GROUP
STRATEGIC MARKETING & COMMUNICATIONS

DBS

Marco Sparmberg is a transmedia storytelling evangelist and digital content developer who has worked on pioneer projects in new media across Europe and Asia for more than 17 years. In his current role, Marco is heading up Content Development at DBS' Strategic Group Marketing & Communications division, looking after the brand's content marketing strategy with a focus on topics around sustainability. Previously, he was Director, Digital Media at mm2 Entertainment, revamping Asiaone.com's content and monetization strategy. Before that, he spent over 4 years with Mediacorp, driving its digital business transformation in audience development and social media.

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