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## LEADERSHIP BEYOND BORDERS

WITH

KIMBERLI J. LEWIS



### Leadership Beyond Borders

Tuesday at 3 PM Pacific

**June 16th 2020: Is Tracking and Tracing putting our privacy at risk?**

During the Corona crisis, tech has been a blessing in many ways. But the use of tracking and tracing apps in various countries have raised the question whether we are putting our privacy at stake. In this episode of Leadership Beyond Borders we speak with Juergen Weichert, CRO of Munich based ad tech company Usercentrics. We talk about the use of tracking and tracing apps in the wake of the corona crisis and why the crucial question is how the data is being stored. We discuss the concept of Consent Management Platforms and help you understand how website and app operators can keep their Opt-

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### Featured Guest



#### Jürgen Weichert

Jürgen Weichert is the Chief Revenue Officer at Usercentrics. He holds a degree in Business Administration and has more than 20 years of experience in the fields of sales, marketing, and business development in the online industry. In his current position, he is responsible for the development of new business fields, markets customers, and partners. Prior to his role at Usercentrics, Jürgen was Head of Strategic Partner Development at Google for the DACH region and played an essential role in setting up the Channel Reseller Program, which became an important growth factor for Google. Before joining Google, the online marketing and e-commerce expert was co-founder and Chief Sales

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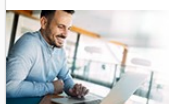
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