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## **PRESS RELEASE: DIGITALEUROPE appoints Cecilia Bonefeld-Dahl as Director General**

**Brussels, Wednesday, 1 March 2017** – DIGITALEUROPE the leading industry association representing the digital technology sector in Europe announced today the appointment of Cecilia Bonefeld-Dahl as Director General.

“Europe needs to attract and sustain the world’s best technology companies that can contribute to a strong digital economy,” said Markus Borchert, DIGITALEUROPE President. “Building on the achievements of her predecessor John Higgins, Cecilia Bonefeld-Dahl will have an important role to play in facilitating our sector’s contribution to the digital transformation of Europe.”

Ms Bonefeld-Dahl is Chairman of the Board of the Danish ICT association (ITB). She knows the work of DIGITALEUROPE well, having served as an Executive Board member and as a member of its high level Digital Advisory Council, which offers senior EU politicians the big picture perspective of tech sector leaders in Europe, providing the sort of feedback sometimes lost in technical discussions about specific legislative proposals.

Cecilia Bonefeld-Dahl brings more than 20 years’ experience in the ICT industry. Currently CEO of GLOBIT, she previously held international positions for large players such as IBM, Oracle, and for SMEs, building business across Europe and China. She is also a board member of the Danish Chamber of Commerce.

After five years as an Executive Board member of ITB, Ms Bonefeld-Dahl was elected Chairman in 2013. Under her leadership, the Danish association increased its membership by 50% and in early 2017 added a further 60 members through a merger with another ICT association. She developed a strong collaboration with the Danish government who have directly drawn on the association’s policy positions on ICT security, disruptive business models, telecoms and education.



"I look forward to building on top of the good work done for the last 5 years by John Higgins and the team at DIGITALEUROPE" said Cecilia Bonefeld-Dahl who will start in her new role early April. "I will concentrate on transparent governance, well-defined goals and priorities, clear external messages and concrete policy inputs that are strongly anchored in the work of committees and active co-operation with other industry organisations, leveraging the role of the sector and digital innovation for the benefit of European society as a whole." **Cecilia Bonefeld-Dahl**

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