
CV Michaela Tod

Co-CEO Entertainment ProSiebenSat.1 as of April 1, 2019

Michaela Tod will start at ProSiebenSat.1 on April 1, 2019. As Co-CEO Entertainment, she will lead the Group's Entertainment pillar together with Wolfgang Link (Co-CEO from April 1, 2019 as well). In addition, she is responsible for the management and development of the Sales, AdTech, Marketing and Ventures divisions.

Michaela Tod has worked for over 14 years for the British technology group Dyson in leading positions in China, Japan and England. She is an internationally renowned manager with a clear focus on client needs, growth and innovation. As president of Dyson, she was recently responsible for the Greater China region, transforming this site from a start-up size into one of the most important offices with over 1,500 employees. She has worked closely with major digital pioneers, including Alibaba and Tencent.

Michaela Tod proved several times her skills to set up teams and organizations effectively. Between 2013 and 2015, she significantly expanded the Japanese market. Besides, she established the international blueprint for the future organizational structure of the business units Cordless and EC. Between 2009 and 2013, Michaela Tod's strong marketing background paved the way for key product innovations such as the Dyson Sticks, which are now among the company's key revenue drivers.

Originally, Michaela Tod started her career in the advertising industry: After her studies, she worked for several advertising agencies like Leo Burnett and Gray. She was responsible for accounts of global customers such as Masterfoods or Procter & Gamble.

Born in Austria, she studied business administration at the Vienna University of Economics and Business. She lived and worked in six countries, speaks three languages and is married.