

MANAGEMENT BOARD & COMPANY HISTORY



Luc Voncken (*1970)

Before 2000: Senior management positions at ING and ABN AMRO
2000 : Licensed SMS voting rights system to Endemol's Big Brother production
2003 – 2010 : Co-founder and CEO of Blinck International B.V.
2010 – 2012 : Non-executive Board member of CLIQ B.V.
Since 2012 : CEO of CLIQ Digital AG

“ Visionary founder and game changer with deep understanding of the digital marketing arena and a wealth of experience and emotional understanding. He is truly authentic and as a result has the respect, friendship and the support of everyone he comes into contact with.



Ben Bos (*1962)

1993 – 2000 : Finance director at Arcade Entertainment Holdings & CEO of ID&T
2000 – 2014 : Independent M&A / Board advisor
2010/2012 : Masterminded the merger of Blinck International B.V. with The Mobile Generation B.V. as well as managed the takeover of CLIQ B.V. by Bob Mobile AG
Since 2014 : Member of the Management Board of CLIQ Digital AG

“ Ben is passionate about the business and loves sharing that passion and motivation with his teams. His longstanding entertainment sector experience in combination with his energy to drive the company towards fulfilling its objectives, deliver meaningful and worthwhile discourses.

- 2003** Blinck International B.V. (Blinck) was founded
- 2006** Switch from TV to online direct marketing
- 2010** Merger of Blinck with The Mobile Generation B.V. to CLIQ B.V.
- 2012** Takeover of CLIQ B.V. by Bob Mobile AG and rebranded to CLIQ Digital AG
- 2018** Strategic decision to implement direct media buying
- 2020** First time ever to generate more than €100m gross revenue across 30 countries
- 2021** Market capitalisation reached more than a quarter of €1bn