

## Incubeta appoints new group CEO

Digital marketing services group, Incubeta, has appointed Lars Lehne as its new group CEO. Lehne will take over the CEO role from the founder, Alan Lipschitz, who will be moving into the role of chairperson of the Board of Directors of the company.

Lehne has more than 30 years of industry experience having worked at Google as country director agency DACH and held various senior management positions in agencies, including Maxus, GroupM, Carat and MEC. He was recently the global CEO at SYZYGY.

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