

Rolf Purzer
President and CEO
ATPCO

Named President and CEO in February 2017, Rolf Purzer is driving a vision that preserves ATPCO's position of strength as an innovator for and partner to the industry. He ensures that ATPCO continues to provide innovative solutions to enable the industry to confidently envision a distribution future that enables the smart connection of all content through all channels. Rolf joined ATPCO as Vice President of Marketing & Planning in 1996, and since then, he has played an instrumental role in making ATPCO a global company and empowered optimized search abilities. His priority is to identify growth opportunities and emerging trends for ATPCO and the industry. Before joining ATPCO, Purzer built his expertise on a foundation of various marketing, commercial, and strategic planning positions at Deutsche Lufthansa in Germany and Amadeus in Spain.

