

## LARS SILBERBAUER



**Senior-VP of Viacom's MTV Digital Studios**  
**One of the most innovative and influential marketers in Europe**

Lars Silberbauer is among the 25 most innovative and influential marketers in Europe, says The Holmes Report. During his time at Lego, Silberbauer transformed the toy brand into a global digital powerhouse by creating the strategy himself and building the team. After creating Lego's global success on social media and video platforms he now is Senior Vice-President of Viacom's MTV Digital Studios.

Lars holds a BA in Film and Media Science and an MA in Media Science (Computer Media Science) from University of Copenhagen as well as a Graduate Diploma in Business Administration from Copenhagen Business School.

Before his role in Lego, Silberbauer spent 8 years working in broadcasting TV, for example as Head of Social Media for the Danish Broadcasting Corporation. In 2011 he has started his successful career at Lego as Social Media Strategist, soon becoming Lego's Head of Social Media. From 2013 to 2016 he was Global Director of Social Media & Search and from 2016 to 2018 he was Senior Global Director of Social Media & Video at Lego Group.

Lars built Lego's social media engagement from scratch and lead a global team of social media & search marketers that drives real time engagement with consumers worldwide. His strong background in content and publishing has made him able to develop a new level of digital content marketing globally for the Lego Group. In 2014, he debuted Lego TV in 24 markets around the world and helped grow the Lego Facebook page to more than 12 million fans. He made the YouTube channel a platform that receives more than one billion views per year. When he began in the company there wasn't even a Lego Facebook page and in 2015 Adweek scored Lego as the number one brand on social media and YouTube. Lars brought in a new level of engagement and focus to Lego's global digital presence.

Silberbauer now handles creative development and production for MTV's digital originals and oversees its digital brand social channels, such as "Cribs" and "TRL". He helps the brand grow across platforms as it reinvents classic shows for digital and launches new series.

Lars Silberbauer also is globally a well-known speaker on leading conferences and his lectures give insights into the work of one of the world's top digital transformation leaders.

### **Topics (Selection):**

- Lego's Social Strategy
- Digital Transformation
- The Future of Social