

14th Richmond Marketing Forum

AlpenGold Hotel Davos

24 - 25 June 2026

KEYNOTES

The Human Advantage: Why Emotional Brands Win

James Peach, Award-Winning Keynote Speaker, Global Marketing Leader, former Vinted, Uber, Innocent Drinks Marketing Leader



INDUSTRY SESSIONS

The Future-Proof Marketing Organization

Prof. Dr. Andreas Fuchs, Professor of Marketing & Digital Business, Würzburg-Schweinfurt University of Applied Sciences



Topic: Future Trends in Branding

German Ramirez, CMO Bitcoin Suisse AG



Alex Atherton, Award-winning Gen Z speaker and generational expert



DISCUSSION GROUPS

Achieving More With Less Budget

Adrian Meyer, CMO Swiss Casinos Holding AG



Generations in Marketing: Sharing Experiences and Shaping Collaboration

Sandra Frank, Head Marketing Structured Solutions Financial Institutions at Vontobel



Yves Luetolf, CMO, Vizedirektor Graubünden Ferien



Cinzia Marangoni, Head of Marketing & Communications AMAG Leasing AG



Last updated: 03 February 2026

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Daniela Wedema, Head of Marketing
Commercial Insurance, Zurich Insurance
Company



OUT OF THE BOX

**Business is Like Rock 'n' Roll –
It's all About Vibration, Rhythm
& Resonance!**

René Rennefeld, Managing Director at
vuenv media gmbh;
Anthony Thet, Singer and Guitarist



ACTIVITY

Wine Cellar Tour with Tasting

Sommelier of the AlpenGold



SUPPLIER PRESENTATION

The top three of the voting will be announced shortly before the forum.

Please note that the conference programme is currently still in development and not yet complete, changes may occur.

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