

# 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



### Think Outside AI Out Think, Out Create and Out Innovate the Machine

Chris Griffiths, Tech Founder, Bestselling Author and World-Renowned Expert on Creativity



## INDUSTRY SESSIONS

### From Noise to Influence: Building Thought Leadership That Drives Real Impact

Lukas Zurmühle, Head of Digital Strategy & Campaigns at Roche



### How Visibility Works: Social Media in an Algorithm-Driven World

Cynthia Herschel, Head of Social Media and Digital Engagement at V-ZUG



### Clear or Invisible: Strategic Brand Positioning in the Age of AI

German Ramirez, CMO Bitcoin Suisse AG



### Aligning Brand, People, and Culture

Christian Land, TOP 10 Corporate Influencer 2025, Group CMO big. bechtold-gruppe



### Real Relevance, Real Revenue: Why The Creator Economy Is The New Global Economic Standard

Hailey Truong, Former Global Social Media Manager at Pandora



### The Future-Proof Marketing Organization

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



### Bridging the Gap: Engaging Gen Z in Today's Workplace

Alex Atherton, Award-Winning Gen Z Speaker and Generational Expert



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## DISCUSSION GROUPS

### Building Trust in the age of AI: Is Brand Marketing the New Power Investment?

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



### How to Stay Relevant for a Younger Audience

Daniel Borer, Head of Marketing Switzerland at IWC Schaffhausen



### Generations in Marketing: Sharing Experiences and Shaping Collaboration

Sandra Frank, Head Marketing Structured Solutions Financial Institutions at Vontobel



### Content Overload – How Can You Still Capture People’s Attention Today?

Maurizio Dottore, Director Global Marketing & Communication Geistlich Pharma AG



### How Should a Modern B2B Content Supply Chain Look in the Age of GEO?

Patrick Herrmann, Head of Marketing and Training at Mettler-Toledo GmbH



### Turn Expertise into Revenue through Thought Leadership

Diana Köpping, CMO Forvis Mazars AG



### Beyond the Hype: How Marketers Are Actually Using AI Today

Cinzia Marangoni, Head of Marketing & Communications AMAG Leasing AG



### Achieving More With Less Budget

Adrian Meyer, CMO Swiss Casinos Holding AG



## SUPPLIER PRESENTATION

### Agentic AI Use Cases that Generate Real Marketing Results

Marco Wyler, Managing Director at gateB AG



### What Really Drives Consumer Decisions

Dr. Julia Urbahn, Member of the Management Board and Co-Founder at intervista AG



### Strategic Marketing Navigator: 10 Theses on what’s Next

Patrick Seitter, Managing Director, Pascal Kreder, Managing Partner at StrategyOne AG



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## OUT OF THE BOX

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

René Rennefeld, Managing Director at  
vuen media GmbH,  
Anthony Thet, Singer and Guitarist



**The Future of Work – The Reality of  
the Changing World and What This  
Means for the Skills of the Future**

Russell Beck, Director of Inspiration,  
Award-winning Author & Keynote Speaker  
on the Future of Work at ImagineThinkDo



## ACTIVITY

**Wine Cellar Tour with Tasting**

Sommelier of the AlpenGold



**Mindful Movement: A Signature  
Yoga Experience**

Yoga Instructor of the AlpenGold Hotel

