

11th Richmond Marketing Forum

Grand Resort Bad Ragaz

28 - 29 June 2023

KEYNOTES

The future of Marketing

Tom Goodwin, Business Transformation Consultant and Author "Digital Darwinism"



Managing Uncertainty for Better Performance

Sam Conniff, Uncertainty Expert



INDUSTRY SESSIONS

Capri-Sun – driving brand growth in challenging times

Julia Straschil, Global Brand Director at Capri-Sun AG



Arnaud Barthelemy, Head of Global Marketing at Swiss Re



How to keep Mayonnaise in shape - or how to transform traditional brands like THOMY to remain relevant in a changing world

Tobias von Rohr, Head of Marketing Food Switzerland at Nestlé



Dr. Peter Gentsch, CEO DATAlovers AG



Customer Excellence – To finish first you have to first finish

Dr. Michael Grund, Head of Department for Marketing & Business Communications at HWZ Zürich



Playful marketing with your own mobile game

Thomas Burri, Senior Produkt Manager at Migros



DISCUSSION GROUPS

Rebecca Buob, Chief Marketing Officer at Senn Chemicals AG



Collegial leadership in marketing teams

Raphael Schifferle, Chief Marketing Officer Global at Brugg Lifting



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

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DISCUSSION GROUPS

Dorota Zoldosova, Head of Marketing and Communications at Sulzer



Sam Conniff, Author "Be more Pirate", Co-Founder and Chief Purpose Officer at Livity



Sustainability communication between ESG and green washing

Pascal Schaub, Leiter Marketing & Kommunikation bei ewz



Stephane Pinheiro, Senior Marketing Manager at Carvolution



Marketing team members, what today really counts

Aitor Henao Soto, Head of Marketing & Communications at PackSys Global AG



Nicholas Hännny, Co-founder, Chief Executive officer & Chief Marketing Officer at NIKIN



OUT OF THE BOX

"The shot of my life" and how to perform at your best when it counts

Fabienne In-Albon, former Olympic Athlete, Personality & Team developer at Fabienne In-Albon Milestones



How to boost creativity

Benjamin Sager, CEO & Founder Teamhumor, Innovationspsychologe



ACTIVITY

Wine Cellar Tour with Tasting

Sommelier of the Grand Resort Bad Ragaz



SUPPLIER PRESENTATION

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

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