

# 13 Richmond Marketing Forum

AlpenGold Hotel Davos

25 - 26 June 2025

## Beyond Luxury: Insights and Strategic Marketing Leadership

Maria von Scheel-Plessen, Director EMEA  
Digital Enthusiast, Women's Advocate & Speaker



## Change is a Curse or a Blessing - The Choice is Yours

Sonja Piontek, SPIEGEL Bestseller Author,  
Expedition Host, Executive Coach



## INDUSTRY SESSIONS

### 5 Stages of Grief with AI

Marco Andre, Global Head of Marketing & AI  
Excellence at Novartis



### Future of Marketing: Impact of Immersive and Disruptive Technologies - What Brands Must Know to Remain Relevant!

Dr. Markus Rach, Marketing Application Scientist,  
Lecturer for Marketing at the FHNW



### Marketing Effectiveness: Applying Marketing Science for Brand Growth

Sorin Patilinet, Senior Director Global Marketing  
Effectiveness at PepsiCo



### How CMOs Can Use Big Data and AI to Scale Business Value with Speed and Governance

Cornelia Schaurecker, Senior Executive  
Committee Advisor, Ex Global Director Big Data  
and AI, Vodafone Group, London



### Ushering in a New Era of Social Commerce with AI

Paul Wiedmeier, Head of Industry, DACH at Meta



### Strategic investment for Marketing Success - How to optimise Marketing Investment whilst evolving to changing Consumer Demands

Nina Chandé, Marketing Procurement & Digital  
Marketing Expert



### MarCom in the Chemical Industry: Tradition Meets AI, Automation, and Tech-Driven Transformation

Mauro Bergamasco, Global Head of Marketing  
Communications at Clariant



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

Last updated: 14 Mai 2025

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## DISCUSSION GROUPS

### Future Trends in Branding and Advertising

Marc Uricher, Director Marketing & Communications at UNICEF Schweiz und Liechtenstein



### From Audience to Community: Strategies for Building Meaningful Brand Engagement

Yann Gurtner, Head of Marketing Switzerland at Vitamin Well Group



### From Launch to Loyalty: Winning Strategies for Product Marketing and Brand Growth

Pinar Celik, Senior Global Product Marketing Manager at Siemens



### AI adoption in Business: Tools, Experiences & Lessons Learned

Christine Janosa, Head of Marketing EMEA + Global Emerging Markets at Fossil Group



### Efficient Cross-Channel Campaign Orchestration – Discussion of Use Cases from Planning to Measurement

David Biernath, Director National Customer Interaction CH at ALDI SUISSE AG



### The Impact of Gamification on Consumer Engagement

Eva Mörtenhuber, Head of Marketing at TWINT



### Brand Turnaround or Just a Facelift: What do Rebrandings Really Achieve?

Roman Reichelt, Chief Marketing & Communication Officer at Brack Alltron AG



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## SUPPLIER PRESENTATION

**No magic, no growth - Unlocking True Value Through Creativity**

Livio Dainese, Co-CEO Wirz Group AG



**Prompt To Win**

Sören Schröder, Geschäftsführer Kreation  
Saatchi & Saatchi AG



**After the Hype - what value did AI bring to Marketing? Use cases to pilot now, that will be standard tomorrow**

Andreas Heinz, SAS Institute AG



## OUT OF THE BOX

**Create Your Unthinkable Reality in 21 Days**

Marcel Kuhn, Founder of Quantum Jump GmbH



**Grandmaster Strategies for Managers - How Chess is a Lesson for Business**

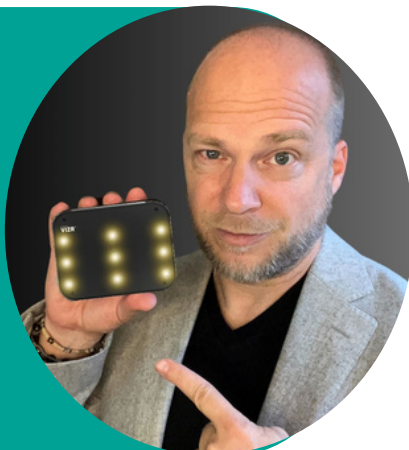
Stefan Kindermann, Chess grandmaster and managing director of Münchener Schachakademie GmbH



## ACTIVITY

**The Executive Reset – Unlock Clarity, Creativity & Mental Power in 20 Minutes**

Mike Fuhrmann, Country Head Switzerland at NeuroVizr



**Wine Cellar Tour with Tasting**

Sommelier of the AlpenGold



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