

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

The Future-Proof Marketing Organization

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



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

German Ramirez, CMO Bitcoin Suisse AG



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

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



Aligning Brand, People, and Culture

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



Topic: Community & Engagement

Lukas Zurmühle, Head of Digital Strategy & Campaigns at Roche



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



Generations in Marketing: Sharing Experiences and Shaping Collaboration

Sandra Frank, Head Marketing Structured Solutions Financial Institutions at Vontobel



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

Last updated: 02 April 2026

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Achieving More With Less Budget

Adrian Meyer, CMO Swiss Casinos Holding AG



Beyond the Hype: How Marketers Are Actually Using AI Today

Cinzia Marangoni, Head of Marketing & Communications AMAG Leasing AG



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

Maurizio Dottore, Director Global Marketing & Communication Geistlich Pharma AG



Topic: TBA

Yves Luetolf, CMO, Vizedirektor Graubünden Ferien



Topic: TBA

Diana Köpping, CMO Fovris Mazars AG



Topic: TBA

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



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



Unlocking the Future: Must-Have Skills for What's Next

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



ACTIVITY

Wine Cellar Tour with Tasting

Sommelier of the AlpenGold



Mindful Movement: A Signature Yoga Experience

Yoga Instructor of the AlpenGold Hotel



SUPPLIER PRESENTATION

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

Last updated: 02 April 2026

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