

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
vuenv 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**



ACTIVITY

Wine Cellar Tour with Tasting

Sommelier of the AlpenGold



**Mindful Movement: A Signature
Yoga Experience**

Yoga Instructor of the AlpenGold Hotel

