

8th Richmond Marketing Forum, 12 – 13 October 2020

Grand Resort Bad Ragaz

KEYNOTES

Rahaf Harfoush, Digital Anthropologist, Best- Selling Author, Executive Director at the Red Thread Institute of Digital Culture



Jean-Claude Biver, "Godfather" of the Swiss Watch Industry, non-executive President LVMH



INDUSTRY SESSIONS

cin cin – rethinking beverage innovation @Rivella

Silvan Brauen, Head of Business Development at Rivella AG



Survive... Revive.. Thrive : Using data driven thinking and asking the right questions to enhance customer experience

Andrew Mann, Partner at NorthBailey, former Head of Insight & Loyalty at Marks and Spencer



Delila Kurtovic, Head of Marketing & Comms at Too Good To Go Switzerland



Daniel Luther, eSports- Consultant, Project Leader Digital/ eSport at ESB Marketing Network



Frederic Nachbauer, Growth Hacker & Sales Funnel Consultant at Swiss Startup Factory, Founder & CTO at ELOOP



The Principles of Creative Excellence

Marc D. Seidel, Digital Marketing YouTube, Agency Business Development Manager at Google



DISCUSSION GROUPS

Growth Hacking: How to move the Big Ship with Start-Up Mentality

Mike Fuhrmann, Chief Marketing Officer at Generali (Schweiz) Holding



How to sell sustainable products at a premium in mass markets?

Christian Wengi, Head of Marketing & Commercial Performance at Holcim Switzerland AG



Edward Simon, Chief Marketing Officer at Oettinger Davidoff AG



Thomas Lejeune, Acting Co-Head Corporate Marketing & Communication at Bank J. Safra Sarasin



OUT OF THE BOX

Ihr Auftritt ist eine Sprache – Verstehen und sprechen Sie diese schon?

Fabienne Steffen, Visagist & Stylist at Face & Style



Success is voluntary

Alessandro Beretta, Social Intelligence Trainer, Instructor SOCIAL STYLE® - Versatility & Adaptive Mindset for Resiliency®



ACTIVITY

Vegan Cooking Workshop

Noah Rechsteiner, Chef de Cuisine at ANOAH – Plant Based



Wine Cellar Tour with Tasting

Sommelier of the Grand Resort Bad Ragaz



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

Last Updated: 23rd June 2020