

MARKETING
TECH
SUMMIT
2025



A G E N D A

30. September 2025
in den BOLLE Festsälen Berlin

Stand
9. Sept





S P E A K E R



Ulrich Klenke
Chief Brand Officer
Deutsche Telekom



Carolin Hulshoff Pol
CEO BILD-Gruppe
Axel Springer Verlag



Renata Majcunic
Head of DB Personal Banking
Marketing GY, Campaigns & Media
Deutsche Bank



Prof. Dr. Marcus Schögel
Associate Professor & Senior
Lecturer
Universität St. Gallen



Matthew Griffin
Founder and Futurist in Chief
311 Institute, London



Dr. Simon Menke
Co-General Counsel
Legal Affairs Business
ProSiebenSat1 Group



Florian Pöpleu
Global Head Marketing & Sales
Processes and Digital Solutions
tesa



Julian Schmitt
Head of Marketing
SWR



Karen Laesch
Region Marketing Director
DACH & Poland
Luigi Lavazza



Erik Siekmann
Co-Founder
DigitalForward



Jan-Hendrik Völker-Albert
Leiter Marketing &
Kommunikation
Zürcher Kantonalbank



Luan Taranto
Consumer Experience Lead
Nestlé Purina Pet Care
Deutschland



Tobias Schlüssler
Geschäftsführer
S-Communication Services



Katrin Jäst
Head of Corporate Marketing
Trumpf



Björn Bauschus
Head of Customer Management
Provinzial Versicherung



Andreas Ehspanner
Leiter CRM & Digital,
Marketing und Kommunikation
Mercedes Deutschland



Marcus Karst
Global Senior Vice President
Group Marketing
Claas



Rainer Jersch
Head of Global
Digital Consumer Services
BSH Hausgeräte



Miriam Reißnauer
Head of Digital Marketing
Sartorius Stedim Biotech



Thomas Oberste-Schemmann
VP Pricing & Loyalty
Fressnapf



Christian Leihner
Managing Partner
Nuventuri Digital Accelerator



Christine Carboni
Hauptabteilungsleiterin
Kampagne & Mobilisierung
CDU



Sven Stühmeier
Head of Media & Data Services
Vodafone Deutschland



Ryan Volker
Chief Marketing Officer
Targobank



Jochen Tham
Head of Digital Customer Experience
Carl Zeiss Meditec



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Benjamin Mosig
Head of
Digital Customer Interaction
Carl Zeiss Meditec



Elke Guhl
Head Switzerland
Human Unlimited



Silke Lehm
Co-Leiterin Newsroom
Sparkassen-Finanzgruppe
Deutscher Sparkassen- und Giroverband



Dimitri Herber
Head of Media
& Digital Marketing
Warsteiner Brauerei



Bianca Mittelstädt
Data, Innovation and
Media Director
Carlsberg Deutschland



Daniel Grafe
Director Retail Media
& Brand Cooperations
E. Breuninger



Michael Schuld
Chief Customer Officer &
Chief Marketing Officer
MediaMarktSaturn



Nico Winkelhaus
Head of Digital Marketing
PAYBACK



Dr. Ralf Strauß
Gründer & Managing Partner
MarketingTechLab



Frank Trefzer
Managing Director D/A/CH
Tealium



Moritz Klämt
Corporate Vice President Global
Media & Digital Marketing
Henkel



Sebastian Deneff
Co-Founder, Author "Next Boss"
AGENTS.inc



André Exner
Group IT Director Customer Hub
& Common Analytics
TUI



Wolfgang Fritz
Head of Ice Cream Marketing
D/A/CH
The Magnum Ice Cream Company



Sabine Zantis
Chief Marketing Officer (CMO)
Ehemals Deichmann



Maximilian Hausmann
Head of Media Strategy &
Data-Driven Marketing
Rewe Group



Tobias Laßmann
Product Owner Big Data &
Artificial Intelligence
KfW Bankengruppe



Thorsten Müller
Global Programme Director Data
Driven Marketing & Media
Reckitt Benckiser



Michael Lüttgen
Geschäftsfeld-Leiterin Kunde / Chief
Customer Officer
Kaufland Stiftung



Dr. Tatjana Samsonowa-Deneff
CRO & Co-Founder
AGENTS.inc



Iskra Velichkova
Senior Marketing Director D/A/CH
Paypal



Adrian Steiger
Head Digital Excellence / CRM /
Analytics
Coop Schweiz



Dr. Christian Hahn
Leiter Marketing Kommunikation
& Media
Deutsche Telekom



Pauline Frese
Geschäftsfeld-Leiterin Plattform
& Digitales Ökosystem
EintrachtTech



Dirk Otto
Head of Marketing
Eurowings



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Sven von Polheim
Leiter Digitale Infrastruktur
1 FC Köln



Michael Maurantonio
Founder
Hot AG Schweiz



Adriana Nuneva
ehem. CDO
CWS



Patrick von der Gönna
Founder
dock36



Dorothee Mahlau
Head of Marketing
DKV Mobility



Maik Lange
AI Transformation Lead &
New Technology Enthusiast
Bayer



Dr. Peter Pimer
CX Advisor, Coach, Speaker,
Podcast Host CX-Talks
CX-Talks Consulting



Alexander Weißenfels
Vice President D/A/CH
Adform Germany



Arndt Groth
Co-Founder
SceneContext.AI



Sebastian Trosch
CEO / Co-Founder
DRWN AI



Jens Polomski
CEO & Co-Founder
snipKI



Jens-Jacob Aarup
Managing Director
Valantic Denmark



Brigitte Gutendorf-Strauß
AVP Human Healthcare International
MSD International



9:00 Uhr	Plenum	Begrüßung & Agenda des Tages Dr. Ralf Strauß , Gründer & Managing Partner, <i>MarketingTechLab</i>	
9:10 Uhr	Plenum Keynote	Keynote: How the “Asian AI Tiger” is going to revolutionize the world as we know it Matthew Griffin , Founder and Futurist in Chief, <i>311 Institute</i>	
9:45 Uhr	Plenum Roundtable	Marketing-Organisation der Zukunft: Legoland trifft Egoland ... oder: Macht trifft auf die “Composable Organisation” (powered by KI-Agenten) Moderation: Prof. Dr. Marcus Schögel , Associate Professor & Senior Lecturer, <i>Universität St. Gallen</i> Katrin Jöst , Head of Corporate Marketing, <i>Trumpf</i> Ulrich Klenke , Chief Brand Officer, <i>Deutsche Telekom</i> Wolfgang Fritz , Head of Ice Cream Marketing D/A/CH, <i>The Magnum Ice Cream Company</i> Sabine Zantis , ehem. CMO ex Deichmann Michael Lüttgen , Geschäftsleitung Kunde / Chief Customer Officer, <i>Kaufland Stiftung</i>	
10:15 Uhr	Plenum Keynote	Keynote: Marketing auf Autopilot: Wie KI-Agenten die Spielregeln neu definieren Dr. Sebastian Deneff , Co-Founder, Author “Next Boss”, <i>AGENTS.inc</i>	
10:45 Uhr	Plenum	Startup Bootcamp Moderation: Dr. Ralf Strauß , Gründer & Managing Partner, <i>MarketingTechLab</i> Arndt C. Groth , Co-Founder, <i>SceneContext.ai</i> Sebastian Trosch , CEO / Co-Founder, <i>DRWN AI</i>	
11:05 Uhr	Plenum Roundtable	Walk on the Wild (AI) Side Moderation: Christian Leihner , Managing Partner, <i>Nuventuri Digital Accelerator</i> Dr. Simon Menke , Co-General Counsel Legal Affairs Business, <i>ProSiebenSat1 Group</i> Florian Pöpleu , Global Head of Marketing & Sales Processes and Digital Solutions, <i>tesa</i> Pauline Frese , Geschäftsfeld-Leiterin Plattform & Digitales Ökosystem, <i>EintrachtTech</i> Dr. Tatjana Samsonowa-Denef , CRO & Co-Founder, <i>AGENTS.inc</i>	
11:35 Uhr	Festsaal	Networking Pause	
11:55 Uhr	Grunewald Breakout Session	KI-Agenten ... The Future Will Be Agentic Moderation: Jens Polomski , CEO & Co-Founder, <i>snipKI</i> Julian Schmitt , Head of Marketing, <i>SWR</i> Karen Laesch , Region Marketing Director D/A/CH & Poland, <i>Luigi Lavazza</i> Jan-Hendrik Völker-Albert , Leiter Marketing & Kommunikation, <i>Zürcher Kantonalbank</i> Jens-Jacob Aarup , Managing Director, <i>Valantic Denmark</i>	
11:55 Uhr	Plenum Breakout Session	Let the Data Music Play - Von der Datenstrategie zur Aktivierung Moderation: Frank Trefzer , Managing Director D/A/CH, <i>Tealium</i> Luan Taranto , Consumer Experience Lead, <i>Nestlé Purina PetCare Deutschland</i> Tobias Schlösser , Geschäftsführer, <i>S-Communication Services</i> Maximilian Hausmann , Head of Media Strategy & Data-Driven Marketing, <i>Rewe Group</i> Iskra Velichkova , Senior Director Marketing D/A/CH, <i>Paypal</i>	

Session powered by





Customer Experience ... Willkommen zum Touchpoint-Tinder!
Moderation: **Dr. Peter Pirner**, CX Advisor, Coach, Speaker, Podcast Host CX-Talks, *CX-Talks Consulting*
Dorothee Mahlau, Head of Marketing, *DKV Mobility*
Björn Bauschus, Head of Customer Management, *Provinzial Versicherung*
Andreas Ehspanner, Leiter CRM & Digital, Marketing und Kommunikation, *Mercedes Deutschland*
Marcus Karst, Global Senior Vice President Group Marketing, *Claas*
Dirk Otto, Head of Marketing, *Eurowings*

Simply the Best - Prämierte MarTech Bebauungen aus 2024 - Finalisten
Moderation: **Adrian Steiger**, Head Digital Excellence / CRM / Analytics, *Coop Schweiz*
Rainer Jersch, Head of Global Digital Consumer Services, *BSH Hausgeräte*
Miriam Reißnauer, Head of Digital Marketing, *Sartorius Stedim Biotech*
Thomas Oberste-Schemmann, VP Pricing & Loyalty, *Fressnapf*

13:25 Uhr Festsaal **Networking Lunch**



13:25 Uhr Milchbar **Marketing Tech Woman in Leadership Networking Lunch - by invitation only**
Impulsvortrag: **Carolin Hulshoff Pol**, CEO BILD-Gruppe, *Axel Springer Verlag*
Hosted by: **Brigitte Gutendorf-Strauß**, AVP Human Healthcare International, *MSD International*
and by: **Adriana Nuneva**, ehem. CDO, *CWS*

14:55 Uhr Köpenick Breakout Session **Next Level AI: KI Agenten in Action**
Moderation: **Erik Siekmann**, Co-Founder, *DigitalForward*
Tobias Laßmann, Product Owner Big Data & AI, *KfW Bankengruppe*
André Exner, Group IT Director Customer Hub & Common Analytics, *TUI*
Sven von Polheim, Leiter Digitale Infrastruktur, *1. FC Köln*
Maik Lange, AI Transformation Lead & New Technology Enthusiast, *Bayer*

14:55 Uhr Plenum Breakout Session **Online Advertising: AI Based Planning & Analytics Next Gen**
Moderation: **Alexander Weißenfels**, Vice President D/A/CH, *Adform Germany*
Christine Carboni, Hauptabteilungsleiterin Kampagne und Mobilisierung, *CDU*
Ryan Volker, Chief Marketing Officer, *Targobank*
Sven Stühmeier, Head of Media & Data Services, *Vodafone Deutschland*
Moritz Klämt, Corporate Vice President Global Media & Digital Marketing, *Henkel*



14:55 Uhr Charlottenburg Breakout Session **Ohne Content keine Hyperpersonalisierung (Marketing Automatisierung goes KI)**
Moderation: **Elke Guhl**, Head Switzerland, *Human Unlimited*
Jochen Tham, Head of Digital Customer Experience, *Carl Zeiss Meditec*
Benjamin Mosig, Head of Digital Customer Interaction, *Carl Zeiss Meditec*
Renata Majcunić, Head of DB Personal Banking Marketing GY, Campaigns & Media, *Deutsche Bank*
Silke Lehm, Co-Leiterin Newsroom der Sparkassen-Finanzgruppe, *Deutscher Sparkassen- und Giroverband*

14:55 Uhr Grunewald Breakout Session **Retail Media ... Catch Me If You Can?!**
Moderation: **Patrick von der Gönna**, Founder, *dock36*
Bianca Mittelstädt, Data, Innovation and Media Director, *Carlsberg Deutschland*
Dimitri Herber, Head of Media & Digital Marketing, *Warsteiner Brauerei*
Daniel Grafe, Director Retail Media & Brand Cooperations, *Breuninger*
Thorsten Müller, Global Programme Director Data Driven Marketing & Media, *Reckitt-Benckiser*



16:25 Uhr	Festsaal	Networking Coffee Break
16:45 Uhr	Plenum Keynote	Keynote: MediaMarktSaturn - Experience Champion mit Tech, Data und Empathie! Michael Schuld , Chief Customer Officer & Chief Marketing Officer, <i>MediaMarktSaturn Retail Group</i>
17:15 Uhr	Plenum Heißer Stuhl	Ad Fraud ... Die neuen KI-basierten Postmodernen Raubritter Moderation: Michael M. Maurantonio , Founder, <i>H.O.T. AG</i> Nico Winkelhaus , Head of Digital Marketing, <i>PAYBACK</i> Dr. Christian Hahn , Leiter Marketing Kommunikation & Media, <i>Deutsche Telekom</i>
17:35 Uhr	Plenum Award	 Presented by valantic Moderation: Dr. Ralf Strauß, Gründer & Managing Partner, <i>MarketingTechLab</i> und Christoph Pschorn, Managing Director, <i>valantic</i> Live Pitch der 3 Finalisten, Publikum-Voting, Verleihung
18:20 Uhr	Plenum	Danke & Save the Date Marketing Tech Summit 2026 Moderation: Dr. Ralf Strauß , Gründer & Managing Partner, <i>MarketingTechLab</i>
18:25 - 21:00 Uhr	Festsaal	Networking Dinner

