



Co-Founder ZEAM, Entrepreneur & Voice of Gen Z & Alpha, Bestselling Author

Yaël Meier

Yaël Meier is a Swiss entrepreneur, actress, journalist and one of the best-known voices of Generation Z in the German-speaking world. She is co-founder of ZEAM, the leading Gen Z agency that helps companies such as Weleda and Migros to better understand and successfully address young target groups. Her mission is to talk to young people and not about them. "If you want to make your company fit for the future, you have to understand the next generation. Today, it's Gen Z that needs to be won over." Yaël Meier Lecture topics Understanding Gen Z & Alpha – what moves...

Topics

- Branding
- Career / Profiling
- Digital Transformation / Digital Disruption
- Influencer Marketing
- Innovations
- Leadership 4.0
- Lifestyle
- Motivation / Strategy

Languages

- English
- German

Details & contact information

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