Expert in Digital Transformation, Leadership, Storytelling & Brand building

Lars Silberbauer

Lars Silberbauer is a global Chief Marketing Officer, transformation executive, and keynote speaker trusted by senior leaders to drive growth, relevance, and large-scale change. He is best known as the executive who helped transform LEGO into a global digital content and storytelling powerhouse, redefining how brands build relevance, community, and commercial impact in a platform-driven world. Lars Silberbauer later served as Chief Marketing Officer for the Olympic Games, leading global marketing and digital strategy for the Tokyo 2020 and Beijing 2022 Olympic Games. Lars Silberbauer: “The next decade of Marketing will be won on one Thing: Trust” Previously, Lars was…

Topics

- Artificial Intelligence / Robotics
- Branding
- Change Management
- Consumption / Trade
- Digital Transformation / Digital Disruption
- Influencer Marketing
- Innovations
- Leadership 4.0

Languages

- English

Details & contact information

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