



Global CMO | Desirable brands, trust and leadership in the age of AI

Jennifer Treiber-Ruckenbrod

Jennifer Treiber-Ruckenbrod shows how companies win people over when technology makes so much interchangeable: as customers, as a community and as employees. MINI's Global CMO combines more than 25 years of international brand responsibility within the BMW Group with hands-on experience in brand and AI transformation across more than 40 markets. Her keynotes bring together strategic insight, practical leadership experience and a clear conviction: desirability, trust and courage determine which companies build lasting connections with people. "AI makes almost anything possible — and much of it interchangeable. Those who remain desirable will win." Jennifer Treiber-Ruckenbrod Keynote Topics Staying Desirable in...

Topics

- Artificial Intelligence / Robotics
- Brain Research / Neuromarketing
- Leadership
- Marketing / Branding / Storytelling
- New at Premium Speakers
- Rhetoric / Communication
- Sales / Marketing
- Trainers / Workshops

Languages

- English
- German

Details & contact information

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