C VISION INTERNATIONAL

AGENDA

Building the AI-Powered Marketing Motion That Delivers Results

Executive Dinner

SPEAKERS



Franziska Stadlmayer
Head of Digital, Communication & Marketing
KraussMaffei



Nina Legath
Head of Marketing & Communications
BayWa r.e. EMEA



Mario Gerhold
Global Brand & Marketing Director
MY.GAMES



Johanna Wille
Sr. Partner Manager
ZOLLHOF – Tech Incubator



robert murena
Global Director Marketing Technology
CBRE



Annett Van de Bunt
CMO / SVP, International Marketing
Nexi Group

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BUILDING THE AI-POWERED MARKETING MOTION THAT DELIVERS RESULTS

December 09, 2026
6:00 PM-9:30 PM
Central European Time

Marketing leaders have access to more data than ever, yet turning that information into timely, actionable decisions remains a challenge. Traditional reporting often reveals what happened after budgets have already been spent.
This executive discussion will examine how AI-powered intelligence is changing the way CMOs measure performance, optimize campaigns, and allocate resources. Participants will explore how real-time insights and self-service analytics can help marketing teams respond faster, improve efficiency, and drive measurable growth.

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