Patrik Rosenberg

Executive Leader | Brand, Marketing & Business Development

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EXECUTIVE SUMMARY

Strategic, entrepreneurial executive with extensive experience in brand management, marketing, communications, customer experience and the leadership of complex international projects – in global corporations, Swiss SMEs and consultancy.

Combines analytical market and customer insight with creativity, leadership and rigorous execution. Particular strength in developing differentiating brand positioning, customer-centric offerings and high-impact brand experiences, and in inspiring people to pursue shared goals. Complemented by executive board experience, commercial responsibility and expertise in digital transformation.

> "Patrik combines in-depth market knowledge, strategic thinking and creative excellence to deliver innovative, award-winning brand management."
> — Alexander Tschobokdji, Head of Marketing, Samsung

CHF 38m investment, Experience Center
CHF 8.5m revenue target, Executive Board
5m+ views, award-winning campaign
2,500 m² trade fair stand, EuroBLECH 2024

CORE COMPETENCIES

Strategic Management & Transformation | Brand Strategy & Marketing | Communications & Brand Experience | Business Development & Market Innovation | Customer Insights & Value Proposition | Leadership & Stakeholder Management | International Project & Budget Management

PROFESSIONAL EXPERIENCE

Head of Sales / Member of the Executive Board
Apr 2025 – Feb 2026

Dr. W. A. Günther Mediarent AG, Wetzikon

Event technology service provider, 34 employees, annual revenue target CHF 8.5m – restructuring phase

- As a member of the Executive Board during a restructuring phase, responsible for sales, business development and commercial management; led up to three direct reports and worked closely with five project managers.
- On behalf of the Board of Directors, developed a strategic turnaround and transformation concept (business model, service portfolio, go-to-market) as the basis for decisions on the company's realignment.
- Built the commercial foundations: set up and implemented a CRM system, re-segmented the customer base into ten groups including personas, introduced new sales structures and KPI management, and rebuilt lead generation.

Global Head of Brand Experience
May 2022 – Mar 2025

Bystronic Laser AG, Niederönz

- Global responsibility for brand experience and customer journey, with two direct reports and functional leadership of international teams.
- Joint overall project lead with the site director (client representative) for the planned Global Brand Experience Center with an investment volume of approx. CHF 38m; responsible for strategic concept, business requirements, international stakeholder coordination and decision-making processes.
- Initiated and led an international survey of approx. 80 customers on brand perception, value proposition, customer needs and expectations as the basis for further developing the brand experience.
- Global responsibility for the concept, development and execution of international trade fair presences, including EuroBLECH 2024 with a 2,500 m² stand and a project budget of approx. CHF 3.5m.

Sabbatical / Executive MBA in Digital Transformation
Jan 2021 – May 2022

FH Graubünden · Focus on strategic management, digital transformation and business models.

Communication Professional Corporate Affairs
Jan 2019 – Nov 2020
Samsung Electronics, Zurich

- Strategic communications and campaign management focused on reputation, media impact and integrated digital storytelling; led the CH/AT newsroom and developed high-impact PR, media and content strategies to strengthen brand perception.
- High reach and brand impact, including a campaign with over 5 million views in Switzerland and Germany, awarded Edi Gold, Best of Swiss Web Bronze and an ADC shortlist.

Brand Communication Manager
Oct 2012 – Dec 2018
Samsung Electronics, Zurich

- Strategic and operational responsibility for brand communications, sponsorship and live marketing; integrated communication and activation strategies for positioning, awareness and customer loyalty.
- Multiple award-winning brand and sponsorship projects, including Xaver Gold, International Sponsorship Award and Swiss Sponsorship Award.

Head of Marketing & Sponsorship, Member of the Executive Board
Nov 2011 – May 2012
Cinerent Services & Consulting AG, Zurich

- Member of the Executive Board with overall responsibility for marketing, communications and sponsorship; strategic development of the national event portfolio and corporate partnerships.

Head of Farner Events
Sep 2007 – Apr 2011
Farner Consulting AG, Zurich

- Led the event marketing unit with five direct reports; responsible for client development, new business and international mandates.
- Overall lead for the inaugural Birgit Nilsson Prize ceremony 2009 in Stockholm in the presence of the King and Queen of Sweden: concept, budget, production, royal protocol and security coordination with the Royal Court, the Royal Swedish Opera and authorities; approx. 1,100 international guests, 500 external staff.

Sponsorship & Event Marketing Manager
Oct 2005 – Jan 2007
Emmi Schweiz AG, Lucerne

- National and international sponsorship, trade fair and event strategies as well as high-impact brand activations.
- Established the company's own racing team, Caffè Latte Racing Team, with Tom Lüthi and Sandro Cortese; VIP hospitality at ten European MotoGP races, each for approx. 20-30 top customers.

Early Career
1986 – 2005
Marketing, communications, sponsorship, event management, architecture and entertainment.

EDUCATION

EMBA Digital Transformation – FH Graubünden
MAS Brand & Marketing Management – HSLU
CAS Leadership – FHNW
Postgraduate Course Corporate Communications – AKAD/SPRI
Diploma in Marketing Communications – SAWI

AWARDS

Edi Gold – Commissioned Film, Digital 2019 | Best of Swiss Web – Bronze 2019 | International Sponsorship Award (ISA) 2016 | Xaver Gold – Best Event Project 2012 | SABRE Award 2010

LANGUAGES & ENGAGEMENT

German – native | **English** – fluent (negotiation level) | **French** – basic

Guest speaker at industry events, incl. ESB Lucerne, International Sports Convention Lausanne and ISPO Munich | Member of Sponsoring Schweiz (Swiss sponsorship association)