



# PATRIK ROSENBERG

EXECUTIVE LEADER – BRAND, COMMUNICATION & EXPERIENCE  
GROWTH | TRANSFORMATION | CUSTOMER EXPERIENCE | PARTNERSHIPS

## EXECUTIVE SUMMARY

Strategic executive leader in brand, communication, and experience with more than 25 years of international leadership across corporate, agency, and consulting environments.

Combines creative excellence with commercial accountability to develop integrated strategies that drive measurable growth, competitive differentiation, and sustainable market positioning.

Currently responsible for commercial performance, business model innovation, and profitability development at executive level, with a strong focus on transformation, customer experience, and long-term enterprise value creation.

## CORE EXPERTISE

- Brand & experience transformation
- Strategic communication and sponsorship
- Customer journey and spatial / live experience architecture
- Commercial growth and partnership strategies
- Leadership of complex, cross-functional initiatives
- International brand and project governance
- Creative-driven value creation and differentiation

*"Patrik combines deep market insight, strategic thinking and creative excellence to deliver innovative, award-winning brand leadership."*

— Head of Marketing, Samsung Electronics

## PROFESSIONAL STATIONS

### Head of Sales & Member of the Executive Board

Dr. W.A. Günther Mediarent AG | 2025–present

- Executive responsibility for commercial performance, customer development, and strategic business evolution within a leading event and media technology provider.
- Drives business model and offering innovation, market segmentation, and growth strategy, while leading P&L, revenue development, profitability, and KPI governance.
- Active contributor to corporate strategy with focus on scalability, efficiency, and sustainable value creation.

### Global Head of Brand Experience

Bystronic Laser AG | 2022–2025

- Led the global brand experience function of an international technology company, overseeing the concept, development, and scaling of worldwide experience centers and integrated customer journey strategies across all touchpoints.
- Defined a consistent global exhibition and brand architecture, significantly strengthening brand perception, competitive differentiation, and long-term customer engagement in a global B2B environment.

### Sabbatical & Executive MBA in Digital Transformation

January 2021 - May 2022

- Dedicated executive development focused on digital transformation, business models, and strategic leadership, completed through the Executive MBA program at the University of Applied Sciences Graubünden.

### Communication Professional Corporate Affairs

Samsung Electronics Switzerland | 2019–2020

- Led strategic communication and integrated campaign management across Switzerland and Austria, focusing on reputation, media impact, and digital storytelling.
- Directed newsroom operations and delivered high-impact PR, media, and content strategies enhancing public brand perception.
- Achieved major reach and engagement, including a campaign exceeding 5 million views in Switzerland and Germany, awarded Edi Gold, Best of Swiss Web Bronze, and ADC Shortlist.

## EDUCATION

- **Executive MBA in Digital Transformation, FH Graubünden**
- **Master of Advanced Studies in Brand & Marketing Management, Lucerne University of Applied Sciences and Arts**
- **Executive certificates in Leadership, Corporate Communications, Brand Management, and Marketing Communication**
- **Diploma in Marketing Communications (SAWI)**

## LANGUAGES & ENGAGEMENT

### Languages

- German (native) · English (fluent) · French (basic)
- Speaker at international industry platforms including ESB Lucerne, International Sports Convention Lausanne, and ISPO Munich.
- Active engagement within cultural, creative, and live-experience ecosystems.

## SELECTED AWARDS

Following awards for projects:

- Edi Gold · Best of Swiss Web Bronze · ADC Shortlist
- International Sponsorship Award · Swiss Sponsorship Award
- Xaver Gold · Sabre Award

## GET TO KNOW ME BETTER.

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## PROFESSIONAL STATIONS

### Brand Communication Manager

Samsung Electronics Switzerland | 2012–2018

- Directed brand communication, sponsorship, and live marketing strategy to strengthen brand awareness, positioning, and customer loyalty in the Swiss market.
- Developed integrated activation strategies across traditional, digital, and experiential channels.
- Recipient of multiple industry recognitions including Xaver Gold, International Sponsorship Award, and Swiss Sponsorship Award.

### Head of Marketing & Sponsoring | Member of the Executive Board

Cinerent Services & Consulting AG | 2011–2012

- Held executive responsibility for marketing, communication, and sponsorship across a national sports event portfolio.
- Strengthened brand positioning and advanced strategic event and partnership formats at executive level.

### Head of Farnet Events

Farnet Consulting AG | 2007–2011

- Led the event marketing division of one of Switzerland's leading communications agencies, responsible for client development, new business, and strategic delivery of international mandates.
- Directed complex projects across Europe and Asia, including overall leadership of the Birgit Nilsson Prize ceremony in Stockholm, the world's highest-endowed music award.

### Manager Sponsoring & Event Marketing

Emmi Switzerland | 2005–2007

- Managed national and international sponsorship, trade fair, and event strategies for a leading Swiss consumer brand.
- Delivered high-impact activations including European MotoGP sponsorship engagement, strengthening brand visibility and emotional customer connection.

### Head of Events & Cooperation

Zoo Zurich | 2003–2005

- Led the event and experience marketing division with direct and indirect team responsibility.
- Drove strategic repositioning, product innovation, and sustainable revenue growth of the business unit.

### Early Career

1986–2003

- Roles in event marketing, sponsorship, and communications across agency and corporate environments.