



PATRIK ROSENBERG

I TRANSFORM BRANDS AND BUSINESS MODELS INTO MEASURABLE GROWTH, DIFFERENTIATION, AND MARKET RELEVANCE.

PROFILE

Strategic executive for brand, communications, and experience with over 25 years of international leadership and transformation experience across corporate, agency, and consulting environments.

I combine creative excellence with strong commercial accountability and develop integrated strategies that drive measurable growth, differentiation, and sustainable market positioning.

My focus is on business impact, customer experience, and business model innovation—at the intersection of executive leadership, market dynamics, and creative ecosystems.

SELECTED IMPACT

- Full commercial responsibility including P&L, driving revenue growth and profitability at executive level
- Built and scaled global brand experience strategies within an international technology company
- Developed integrated customer journey and brand architectures with lasting impact on perception and competitive differentiation
- Delivered award-winning campaigns (including Edi Gold, Best of Swiss Web, ADC) with high reach and measurable brand impact

CORE COMPETENCIES

- Brand, Marketing & Experience Transformation
- Integrated Marketing & Campaign Strategy (B2B & B2C)
- Customer Journey Design & Experience Architecture
- Business Model Innovation & Growth Strategies
- Strategic Communications, Content & Brand Activation
- Leadership of complex, cross-functional initiatives

STATEMENT

“Patrik combines strategic thinking with creative excellence to deliver innovative and impactful brand leadership.”

— Alexander Tschobokdji, Head of Marketing Samsung

MY LAST STATIONENS

Head of Sales / Member of the Board

Dr.W.A.Günther Mediarent AG , Zurich | April 2025 - 2026

Global Head of Brand Experience

Bystronic Laser AG , Niederönz | Mai 2022 - March 2025

Sabbatical / EMBA Digital Transformation

Januar 2021 - May 2022

Brand Communication Manager & Communication Professional Corporate Affairs

Samsung Electronics, Zurich | Oktober 2012 - Dezember 2020

QUALIFIKATIONEN

University of Applied Sciences Graubünden (2021-2022 / 2026)

- Executive MBA Digital Transformation

University of Applied Sciences Luzern (2012-2015)

Master Brand and Marketing Management

- CAS Online Communication & Marketing
- CAS Marketing Communication
- CAS Brand Management

Master thesis: Sponsoring as an integral part of brand management

University of Applied Sciences Northwestern Switzerland (2005-2007)

- CAS Leadership/Führungskompetenzen

SPRI & AKAD (2003)

- CAS Corporate Communication

SAWI (1997/98)

- Diploma Advertising Assistant/Consultant Marketing Communication

CONTACT

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