

30th - 31st of October

#TheNextBillionFans

IMPULSE SUMMIT 2025 DAY 1

THURSDAY OCTOBER 30TH



STAGE SESSION

- 10:00 → 11:10
A **OPENING CEREMONY**
- 11:10 → 11:50
B **CHASING THE NEXT BILLION**
- 15:10 → 15:25
C **SWISS BASKETBALL - FIBAU19 BASKETBALL WORLD CUP**
- 15:25 → 16:10
D **UNLOCKING SPORTS COMMERCIAL POTENTIAL**
- 17:40 → 17:50
E **MYI**
- 17:50 → 18:50
F **START-UP COMPETITION**
- David Eades**
Allday Media, Director
- Luis Vicente**
APEX, Chairman
- Shin Szedlak**
PwC Switzerland, Senior Manager
- David Eades**
Allday Media, Director
- Lars Stegelmann**
Two Circles, Director Marketing and Consultancy
- Kevin Prinz**
Infront, Head of Strategy and Business Development
- Michele Tiozzo**
European Triathlon Union, CEO
- Carsten Koerl**
Sportradar, CEO
- Thomas Preiss**
SportsTechX & EBAN Sports
- Barbara Schmid**
Startfield, Project manager Startup Support

PANEL TALKS

- 12:10 → 12:55
G **SHORTER, FASTER, LOUDER**
- Dominik Schwizer**
FH Graubünden, Lecturer
- Eliana Amboni**
TEAM Marketing, Commercial Strategy Lead
- Haruka Gruber**
DAZN, SVP and Head of Central Europe
- Andreas Kaeshammer**
Infront, Head of Football
- 12:10 → 12:55
H **DO WE EVEN NEED PHYSICAL STADIUMS?**
- Yannick Ngarambe**
Flow Kommunikation, Presenter
- Nepomuk Nothelfer**
Melchers Rechtsanwälte, Attorney/Lecturer
- Martin Marquardt**
SK Gaming, Chief Gaming Officer
- 16:30 → 17:15
I **DATA, AI & MACHINE LEARNING**
- Douglas Finazzi**
Cimon Sports, CEO & Founder
- Christopher Craig**
Google, ISV Partner Manager
- Fabian Furch**
CUJU, COO
- Kristina Fraesdorf**
unioFEED, Partnerships Director
- 16:30 → 17:15
J **GREEN GAINS**
- David Quass**
Senior Executive Sustainability
- Adrien Lagach**
Decathlon, Chief Strategy Officer
- Marisa Reich**
Pro C Solutions, Business Consultant & Coach
- 16:30 → 17:15
K **THE NEXT BILLION JOBS**
- Joao Frigerio**
iWorkinSport, CEO
- Lionel Lefin**
Decathlon, Chief People Officer
- Roger Franz Wilfinger**
KA-EX, COO

WORKSHOP

- 12:45 → 13:45
L **UEFA INNOVATION HUB WORKSHOP**
- M** **DAZN WORKSHOP**

Where Sports and Business
meet **the next Generation**

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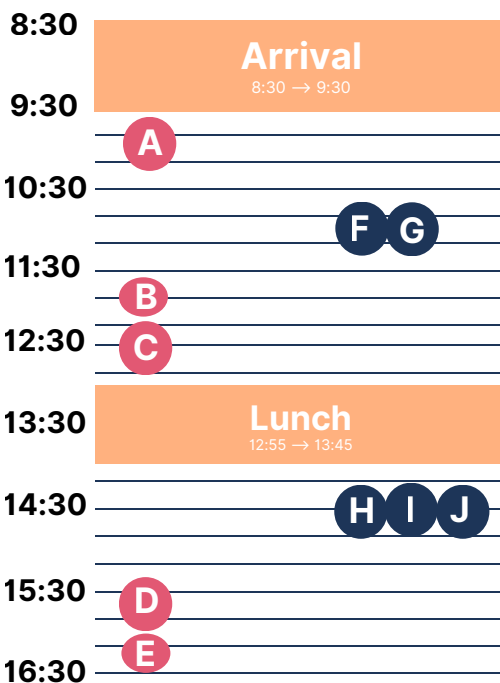
#TheNextBillionFans

IMPULSE SUMMIT 2025 DAY 2

FRIDAY OCTOBER 31ST

STAGE SESSION

PANEL TALKS



- 9:30 → 10:15
A LEADERSHIP IN GLOBAL SPORTS MARKET
David Eades
Allday Media, Director
Elena Miranda
the breakaway, Executive Advisor & Founder
- 11:55 → 12:10
B PWC - GLOBAL SPORTS STUDY 2025
- 12:10 → 12:55
C TRADITION VS. EXPANSION
James O'Neill
ve2max, Business Development & Strategic Partnerships
Holger Hansen
Publicis Group, Executive Director Sport
Peer Naubert
Bundesliga International GmbH, CEO
Dirk Schluenz
1. FC Nürnberg Marketing, Managing Director
- 15:15 → 16:00
D WINNING GLOBALLY
David Eades
Allday Media, Director
Esmée Böbner OLY
Swiss Volley, Former Pro Beachvolley Player
- 16:00 → 16:15
E CLOSING CEREMONY

- 10:45 → 11:30
F THE CALENDAR ISSUE
Torstein Dalen-Lorentsen
SINTEF Digital, Research Manager, Health & Performance Technology
Rodrigo Garza OLY
IOC, Athlete Partnerships
Lukas Eisner
SwissGolf, President
Maheta Molango
PFA, CEO
- 10:45 → 11:30
G TENNIS & PADEL
Anja Lüthi
Infront, manager Strategic Communications & Events
Olivier Ducrey
Times Attorney, Partner
Nataliia Bezprozvannykh
World Sports Technology, COO
- 14:00 → 14:45
H THE FRANCHISING OF EUROPEAN SPORTS
Florian Hohmann
Muntagnard, CFO
Christoph Winterling
FC Bologna, CRO
Timo Helbling
Deloitte, Management Consultant
Tom Karkeek
PwC Strategy&, Director
- 14:00 → 14:45
I MORE THAN FANS
Marisa Schlenker
adidas Foundation, Project Manager
Jermain Raffington
Freelance, Director & Creative
Lorenz Beringer
LOBECO, Founder & CEO
Thyr Rodrigues
Spectator Service Specialist
- 14:00 → 14:45
J THE POWER OF THE ATHLETE BRAND
Meriton Ceka
Webface/Delta Lectorat/ Universität St. Gallen, Lecturer
Sol Lovemore
Lovemore Sports, Founder
Olivier Ducrey
Times Attorney, Partner
Roger Franz Wilfinger
KA-EX, COO

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Provisional programme, subject to change.