



## René Jäggi

Global Marketing Expert



### CSA CELEBRITY SPEAKERS

René Jäggi is the former CEO of Adidas International and Chairman of H.T.M. (Head- Tyrolia-Mares-Penn) the international sports group. He is also the former Chairman of the Board of Head N.V and he was CEO of the LOC Venue office during the football world cup in 2006 in Germany. He is currently on the board of several international companies and Chairman of Flora Eco Power AG in Munich, a public bio energy company. In May 2007 he was appointed as a new member of the Board of Directors of Hong Kong Based Artificial Life, Inc. a provider of award-winning mobile 3G technology and applications.

#### René Jäggi is a recognised corporate marketing expert

##### In detail

In addition to his corporate work Mr Jäggi is also the former President of the Executive Board of the Kaiserslautern Football Club and former President of Football Club Basel. He was also Chairman of the advisory board of Romika GmbH, the sports shoe manufacturer as well as holding prior management positions in marketing and sales at battery giant Duracel and Reynolds the tobacco giant.

##### What he offers you

Drawing upon his considerable expertise both in the corporate sector and the world of professional sports, Mr Jäggi carefully explains his marketing strategies. He offers audiences great insights into how he managed to turn around numerous companies to create brand leaders around the globe.

##### How he presents

With a wealth of real life examples, Mr Jäggi's presentations are thoroughly prepared and filled with excellent advice and the tools necessary to raise the profile and sales of any company.

##### Languages

He is fluent in German, English, French, Italian and Japanese.

##### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

##### How to book him?

Simply phone, fax or e-mail us.

#### Topics

Marketing  
Branding  
Sport  
Leadership  
Decision Making Strategies  
Motivation