

ALEXANDER BARION



Expert in Marketing & Communications

**CMO at BlackRock (2011–2017) & Fidelity International
(2018–2024)**

Alexander Barion has decades of professional experience in the financial services sector, specializing in asset management, insurance and banking. He has held senior management positions for over two decades, managing pan-European teams with broad leadership responsibilities. For over 30 years, he has been dedicated to the marketing and development of products and services that cannot be touched, tasted, smelled or directly experienced. In highly regulated environments, he has successfully developed go-to-market strategies and effective communications across all market cycles.

Barion's sphere of influence spans all target audiences (B2B, B2C, D2C and B2B2C). On a global level, he has led interdisciplinary projects and task forces in marketing, brand management and business development. His experience includes leading and managing intercultural teams as well as overseeing transformation projects and developing and expanding traditional business segments.

Alexander Barion started his career at Sparda Bank Baden-Württemberg, where he worked as a financial advisor and branch manager. He then moved to Santander Bank, where he was responsible for marketing, product development and direct sales, before becoming head of product management for fund products at Stuttgarter Lebensversicherung. Barion then spent five years at Fidelity International, most recently as Head of Marketing for Germany and Austria, where he was instrumental in setting up and expanding the sales marketing unit and brand management. He then spent six years at BlackRock, first as Head of BlackRock Country Marketing for EMEA, reporting directly to the Chief Marketing Officer EMEA, and later as Chief Marketing Officer for Central & Eastern Europe.

At Flossbach von Storch, he was Managing Director Marketing, responsible for marketing and brand strategy. In 2018, he returned to Fidelity International, where he was Executive Director Marketing until 2024, responsible for marketing, brand management, communications and business proposition. In this role, he led the strategic brand positioning in Central and Eastern Europe and, since 2019, digital marketing for Europe, including web and digital experience, marketing automation, digital campaign management, analytics and social media strategies, including corporate influencer strategies.

Thanks to his in-depth expertise, Alexander Barion is also a sought-after keynote speaker. His keynote speeches focus on leadership and transformational processes in teams and organisations, marketing, brand management & social media strategy, and value-based (corporate) leadership and communication.

Topics (Selection):

- From marketing strategy to implementation in practice
- Using social media for marketing and sales
- Accompanying and shaping cultural change
- How to turn people affected into participants
- Working remotely in strong teams
- Working efficiently in a challenging environment