

## ALEXANDER BARION



### **Head of Marketing Central Europe & Digital Marketing Europe Fidelity International**

Alexander Barion has decades of professional experience in the service sector in the areas of asset management, insurance and banking. For two decades he has held leadership responsibility of pan-European teams with a broad management span and well over 30 years he has been dedicated to the marketing and development of products and services that cannot be touched, tasted, smelled or experienced. In highly regulated environments, he manages to make the difference in go-to-market strategy and successfully sets communicative impulses in all market cycles.

Barion's sphere of influence extends across all target groups (B2B, B2C, D2C and B2B2C). Globally, Alexander Barion has taken on the management of interdisciplinary projects and task forces in the areas of marketing, brand management and business development. His experience includes the management and leadership of intercultural teams, the management and implementation of transformation projects as well as the development and expansion of traditional business areas.

Alexander Barion's career initially took him to Sparda Bank Baden-Württemberg, where he worked as an investment advisor and branch manager, among other positions. He was then responsible for marketing, product development and direct sales at Santander Bank before becoming head of product management for fund products at Stuttgarter Lebensversicherung. Barion then worked for Fidelity International for five years, most recently as Head of Marketing for Germany and Austria. He was responsible for the development and expansion of the sales marketing unit and brand management. He then joined Blackrock, where he worked for six years, initially as Head of BlackRock Country Marketing for the EMEA region, reporting directly to the Chief Marketing Officer EMEA. Most recently as Chief Marketing Officer for the Central & Eastern Europe region. At Flossbach von Storch, he then lead the marketing and brand strategy as Managing Director Marketing & Business Development. In 2018, he returned to Fidelity International as Executive Director Marketing, responsible for Marketing, Brand Management, Communications and Business Proposition. He manages the entire strategic brand orientation in the Central and Eastern Europe region and, since 2019, also Digital Marketing in the disciplines of Web & Digital Experience, Marketing Automation, Digital Campaign Management, Analytics and Social Media across the entire European region.

Thanks to his profound expertise, Alexander Barion is also a much sought-after keynote speaker. His lectures focus on marketing, communication, brand management and change management.

#### **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