



Yannick Blättler

**Founder & CEO,
NEOVISO AG**

Yannick Blättler is the founder and owner of NEOVISO AG, a company specializing in Gen Z. They regularly conduct their own studies in various industries to examine 15- to 30-year-olds in Switzerland, Germany, and Austria. They advise SMEs and corporations on how to deal with this young target group, develop strategic concepts for marketing and employer branding, and create campaigns and videos with their in-house production team, NEOVISO Studio.

Yannick holds a bachelor's degree from the University of Zurich and a master's degree in Business Innovation from the University of St. Gallen. In addition to his 24-strong team, he is also a member of the board of directors of Messe Luzern AG and Chrampfcheibe AG and is co-founder of the Swiss student association NEO Network.

He regularly speaks on stage about topics such as marketing, leadership, and HR, and also hosts his own podcast, Navigator.