

Marketing and product leader · Zurich, planning the move to  
Dubai

dmg events

Energy portfolio, Marketing

Dubai, United Arab Emirates

11 August 2026

## Application for Deputy Head of Marketing, energy portfolio

Dear hiring team

Every page of adipec.com offers the same two buttons, next to each other: **Register as a visitor** and **Book your delegate pass**. Your published figures show 239,000+ exhibition attendees and 16,500+ conference delegates. Those two offers compete for the same click, the same database and the same weeks in the run-up, and your posting asks one team to win both.

Untangling that is the work of my last ten years. At Ifolor I owned the e-commerce ecosystem and strategy for a business above CHF 100 million, and lifted conversion by 9% and the checkout step rate by 15% through customer research, A/B testing and analytics rather than a bigger media budget. As part of the founding team at WePractice inside Migros Group I built the go-to-market from zero, ran it on data through more than 1000 client matches in the first year, and led marketing and sales after the Series B while the venture grew to 10 locations, 23 people and 170+ customers. At Swiss Post I now lead AI-driven business models, and cut the time the team spends on sales by 30% by automating the parts that never needed a person.

For your run-up my first move would be to split the list rather than the calendar. The delegate offer goes only to the segment whose job maps to one of your 13 conference programmes, the visitor push runs unthrottled to everyone else in the same weeks, and the upgrade rate from visitor registration to delegate pass becomes a reported number with a trigger attached. What I would refuse is a discount on the delegate pass, because it is not losing to a cheaper pass, it is losing to a free one. The full plan is on the page linked below.

What I have not done is run an exhibition. Trade fairs and sponsoring were part of my early product marketing years, and I run rides and events for the cycling platform I built, but none of that is a 239,000-attendee show across 16 halls. If this role needs someone who has already delivered an event that size, I am not that person.

My partner and I are planning our move to Dubai, and I am available with notice. It would be a pleasure to take the run-up plan apart with you.

Kind regards

**Ramona Furter**

[ramona-dmgevents.pages.dev](https://ramona-dmgevents.pages.dev)