



Dietmar Dahmen

FUTURIST

Markets are not behaving like markets anymore. Categories collapse, customer expectations shift mid-quarter, and the playbook that built the business is now the thing slowing it down. Senior teams know the brand needs to change shape; the harder question is which parts to keep and which to break on purpose.

Dietmar Dahmen is a former global creative chief turned innovation consultant who helps marketing, brand and transformation leaders rebuild commercial strategy when the category they sell into is breaking apart.

Dietmar Dahmen's 2026 Biography

Why organisations work with Dietmar Dahmen

- Two decades inside the rooms where global brands are built, with senior creative leadership at DDB, Ogilvy and BBDO across Hamburg, New York, Los Angeles, Munich and Vienna. The reference points are operator reference points.
- A Chief Innovation Officer track record at ecx.io, the digital agency that scaled into an IBM acquisition, which gives him a working view of how creative ambition turns into delivered technology product.
- Author of "Transformation. BAMM!" with Marcus Bond, published by Murmann Verlag, with a specific thesis on the "volcano economy" and a working compass tool for leadership teams reshaping their business model.
- Recognised by the European Association of Communication Agencies as their expert on disruption and future marketing, which gives the perspective institutional weight beyond bureau marketing.
- A stage craft that lands the argument. The presentation is theatrical, with stage walls built and broken on cue, a flame thrower used to dramatise climate urgency, and custom animation cut for each event. Senior audiences who have seen too many slide decks remember the content because of how it is delivered.

Biography highlights

- Senior creative leadership at DDB, Ogilvy and BBDO, including Chief Creative Officer and Managing Director roles.
- Chief Innovation Officer at ecx.io, the digital agency acquired by IBM.
- Founder and Managing Director of Brainkicks GmbH, his current consulting and keynote practice.
- Co-author of "Transformation. BAMM! Management in der Vulkanoökonomie" (Murmans Verlag, 2017) with Marcus Bond.

AVAILABLE FOR

- After Dinner Engagement
- Consultancy
- Guest Appearance
- Masterclass
- Panel Participation
- Speaking
- Training and Workshops

DIETMAR'S SPEAKING THEMES

- Business Model Innovation
- Change Management
- Creativity
- Customer Experience & Marketing
- Digital Transformation
- Innovation & Disruption
- Marketing & Branding

LANGUAGES: English, German

- Lecturer in disruptive advertising at Filmakademie Baden-Wuerttemberg, with students collecting sixteen gold and silver awards at the Cannes Young Director Award during his tenure.
- Guest lecturer in marketing innovation at Boston University and LMU Loyola Marymount University in Los Angeles.
- Honorary member of the Federal Association for AI Transformation in Germany (Bundesverband für KI-Transformation).
- Designated expert on disruption and future marketing for the European Association of Communication Agencies (EACA); member of Creative Club Austria and Art Directors Club Germany.

Biography

The category boundaries that organised global marketing for a generation are blurring. Customer journeys cross channels that did not exist five years ago, brand differentiation decays faster than media budgets can refresh it, and the parts of the business that used to be safe (distribution, pricing power, retail relationships) are the parts most exposed. Senior marketing and innovation teams know they are being asked to remake the commercial engine while it is still running.

Dietmar Dahmen has worked that problem from inside the global creative system. He built his career as Creative Director at DDB, Executive Creative Director at Ogilvy, and Chief Creative Officer and Managing Director at BBDO, across Hamburg, New York, Los Angeles, Munich and Vienna. The agency seat is what gave him repeated exposure to the moment when a brand has to choose between defending the position that made it and committing to the position that might.

He then took the operator turn that gives the work its current shape. As Chief Innovation Officer at ecx.io, he helped scale the digital agency that IBM later acquired, which moved his thinking from creative campaign output toward technology-enabled customer experience and commercial model design. His book with Marcus Bond, "Transformation. BAMM!" published by Murmann Verlag in 2017, sets out the "volcano economy" thesis: markets where new positions emerge and disappear at unexpected points, and where conventional planning logic is precisely the constraint to challenge.

The institutional credentials sit alongside the practitioner record. He is the European Association of Communication Agencies' designated expert on disruption and future marketing, lectured disruptive advertising at Filmakademie Baden-Wuerttemberg for close to a decade, and his students collected sixteen gold and silver awards at the Cannes Young Director Award during that period. Boards bring him in when the question is not "what is the trend" but "what are we willing to break, and what do we keep, when the category we built around no longer holds."

Key speaking topics

- Disruption and business model reinvention
- Future of marketing and brand
- Customer centricity and experience design
- Innovation strategy
- Digital transformation in marketing organisations
- Change leadership in creative and commercial functions

Ideal for

- CMOs, brand presidents and heads of marketing transformation
- Chief Innovation Officers and digital strategy leads
- Boards and executive committees navigating category disruption
- Senior creative and agency leadership groups

Audience outcomes

- A working language for diagnosing where their category is fracturing and where their current strategy is exposed.
- A sharper view of which assumptions in the existing business model are now constraints rather than advantages.
- Specific provocations on customer-centric reinvention drawn from inside global agency and digital transformation work.
- Renewed willingness in the room to commit to changes that the operating plan has been deferring.

Dietmar Dahmen's 2026 talks & topics

Ride the Shark of Change

A keynote on treating disruption as an asset to be ridden rather than a threat to be managed.

Key takeaways:

- How to read which parts of the current business model are decaying fastest
- A frame for choosing which conventions to break and which to defend
- Practical moves leaders can make in the next quarter to test new positions

Destroy the Pillows of Comfort

A keynote challenging the comfortable assumptions inside leadership teams that quietly slow transformation.

Key takeaways:

- The internal patterns that block change inside successful organisations
- How to surface and pressure-test the unspoken consensus in senior teams
- A reset on what “good” looks like when the category is shifting under the strategy

Cooperate or Die

A keynote on partnership, ecosystem and customer cooperation as the unit of competition.

Key takeaways:

- Why brand strength alone no longer wins in fragmented markets
- The shape of useful partnership inside and outside the organisation
- A view of where customer co-creation belongs in the operating model

Dietmar Dahmen's Videos



What Dietmar Dahmen's clients say

Thanks a lot for your contribution. The evaluations were fantastic.

Maibirtt Moler

Computerworld Denmark

I am so happy that you were able to present for our top leaders, they were SOOOOO inspired and I can tell you already that the evaluation is rated EXCELLENT. You really made them think and inspired in so many ways.

Anja Andersen

Global Brand Manager, Maersk

I can with no doubt say that your presentation was the best I have ever seen.

Egils Boitmanis

iLife, Riga

Fucking amazing presentation, if I may say so! Where do you get your energy from?

Lucie Rust

Associate Strategic Planner, McCANN Prague

I loved it! The most holistic presentations regarding media and consumption trending that I have ever seen.

Jack Mortlock

Bauer Media

Thank you for your outstanding performance. Everyone has been raving about your presentation!

Karin Schwarz

Bombardier

Dietmar Dahmen's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Asia Pacific	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Europe	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Middle East & Africa	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
South America	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
United Kingdom	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US East Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US West Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Virtual	Please enquire	Please enquire	Please enquire