

Marta Kwiatkowski is a Senior Researcher & Advisor at the GDI Gottlieb Duttweiler Institute and analyses social, economic, and technological trends.

Curriculum Vitae

At the Zurich University of Applied Sciences and the Zurich University of the Arts she took Master's degrees in Advanced Studies in Customer Relationship Management (CRM) and Curating.

She had various leading positions in Marketing at the Swiss Federal Railways SBB, and prior to that, in the software industry. Before joining the GDI she was Head of Group Marketing at the SBB. In these positions, she focused on customer-centred topics as needs, behaviour preferences, loyalty, trust and incentive models. She lead various customer orientation projects in marketing, distribution and communication.

Publications

- Unterwegs mit smarten Assistenten. Ein Szenario zum Reisen der Zukunft, Study done for Konferenz der Regionalen Tourismusdirektoren der Schweiz RDK, 2019
- Future Public Space. Die Zukunft des öffentlichen Raums, Study done for Zentrum Öffentlicher Raum (ZORA), 2018
- Wellness 2030. The new techniques of happiness, Commissioned by: Global Wellness Institute, 2018
- Trend report "Fruit Trade 2025". Ideas – Impulses – Insights, Study done for Fruit Logistica, 2017
- Wenn Wasser zum neuen Öl wird. Wie die Schweiz die Konflikte der Zukunft meistert. Study done for the Verbands Schweizer Abwasser- und Gewässerschutzfachleute (VSA), 2016
- Fluid Care. Nachfragemarkt versus Wohlfahrtsstruktur. Study done for Senesuisse, 2016
- Tools für die Bühne des Lebens – Wie Uhren und Schmuck Identitäten inszenieren. Study done for Hirsch GmbH, 2015
- Von Innovation zu Disruption, Ein neuer Weg um Disruption zu verstehen. Map done for Cisco, 2014.
- Finanzierung von Betreuung und Pflege im Alter. Ein Finanzierungsmodell für die Zukunft. Study done for Senesuisse, 2014

Topics

- Megatrends and countertrends in economy and society
- Retail: The future of shopping
- Future of CRM, loyalty and trust
- Mobility and travel
- Places and space. Mergence of real and digital spaces.
- Future of watches and jewelery
- Simplicity – The desire for simplicity
- Eternity Now: Wellbeing and Beauty Retail Reimagined

Strategy workshops, conventions, customer events.