

CUSTOMER EXPERIENCE, A KEY FACTOR FOR BUSINESS COMPETITIVENESS



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7th MAY - 15h



KPMG, THE SQAIRE-AM FLUGHAFEN, FRANKFURT AM MAIN

CUSTOMER EXPERIENCE, A KEY FACTOR FOR BUSINESS COMPETITIVENESS



07/05/2025 | 15:00-18:00 | LANGUAGE: ENGLISH

15:00 **SALUDO Y PRESENTACIÓN DEL TEMA / BEGRÜSSUNG UND EINFÜHRUNG**

FERNANDO SILVA, PRESIDENTE DE LA CÁMARA OFICIAL ESPAÑOLA DE COMERCIO EN ALEMANIA

15:05 **PRESENTACIÓN ESTUDIO CX KPMG / PRÄSENTATION DER KPMG CUSTOMER EXPERIENCE EXCELLENCE STUDIE**

PETER DEUBLER, SENIOR MANAGER CUSTOMER EXPERIENCE KPMG DEUTSCHLAND

15:30 **CUSTOMER EXPERIENCE CASE STUDY: CUPRA / SEAT DEUTSCHLAND**

GIUSEPPE FIORDISPINA, DIRECTOR DE MARKETING CUPRA/SEAT DEUTSCHLAND

16:00 **MESA REDONDA: LA EXPERIENCIA DEL CLIENTE COMO FACTOR DIFERENCIADOR EN LA COMPETENCIA /
PANEL DISCUSSION ZUM THEMA: CUSTOMER EXPERIENCE ALS DIFFERENZIERUNGSFAKTOR IM WETTBEWERB**

- **FRANK STUETZER**, REGIONAL CORPORATE MANAGER EUROPE, AIR EUROPA
- **QUIQUE MARTÍNEZ**, CEO, PLAIN CONCEPTS
- **JAIME NAVARRO**, INTERNATIONAL BUSINESS DEVELOPMENT MANAGER FOR CENTRAL EUROPE, LALIGA

16:30 **CIERRE DE LA JORNADA Y NETWORKING / ABSCHLUSS UND NETWORKING**

SPEAKERS



GIUSEPPE FIORDISPINA

MARKETING DIRECTOR, **CUPRA/SEAT DEUTSCHLAND**

Giuseppe Fiordispina has been Head of Marketing at SEAT Deutschland GmbH since August 2018. Originally from Italy, Fiordispina possesses a wealth of experience in the automotive industry: After studying Marketing, he worked on the agency side, joining Armando Testa in 1999, where he rose to the position of Account Director. In 2006, he moved to Fiat Germany – first as Head of Media & Communication, later as Head of Brand Marketing Communication. This was followed by a foray into the world of electronics: From 2013 to 2016, Fiordispina worked as Head of Communication Management at Samsung, before returning to the automotive industry. From 2016, he worked first as Head of Marketing Communications Germany and later as Group Head International Brand Management & Brand Strategy at Opel.



JAIME NAVARRO

BUSINESS DEVELOPMENT MANAGER FOR CENTRAL EUROPE, **LALIGA**

With a double degree in Law and Business Administration and a master's from ICEX, Jaime has built his career between Spain and the DACH region. He currently leads brand expansion and business development for LALIGA in Central Europe. Previously, he supported Spanish companies in their international growth in the German market through roles at Messe Düsseldorf and the Economic and Commercial Office of Spain in Düsseldorf. His international background has allowed him to bridge cultures, build strategic partnerships, and foster collaboration between public and private stakeholders in global environments.

SPEAKERS



FRANK STÜTZER

REGIONAL CORPORATE MANAGER EUROPE, **AIR EUROPA**

Due to his family ties and strong affinity for Spain and Spanish culture, Frank Stützer started working in Spain and for Spanish companies at the beginning of his professional career. His path led him to aviation and he held different positions at several airlines such as Iberia, LATAM and Air Europa where since 2018, he is responsible for sales in the business travel segment for several European markets, including Germany.



QUIQUE MARTÍNEZ

CEO, **PLAIN CONCEPTS**

With a degree in Software Engineering from Universitat Politècnica de Catalunya, he has always been passionate about understanding business challenges and solving them through innovative and disruptive technology. Since joining Plain Concepts in 2013, he has taken on key leadership roles, becoming CEO in 2022 to drive the company's global growth. His background spans software development, technical sales, cloud computing, and business strategy, always focused on customer success. Recognized as a Microsoft MVP, he has led international teams and projects. He completed the PDG at IESE Business School and thrives among entrepreneurs and forward-thinking professionals.



PETER DEUBLER

SENIOR MANAGER, PROKURIST PERFORMANCE & STRATEGY, **KPMG DEUTSCHLAND**

Peter Deubler has acquired and developed more than 12 years of experience in all areas of customer experience, from cold calling, sales management, business strategy, global key account management, business development and after-sales at national and international level, both in mid-sized companies and in corporate environments. Currently, Deubler advises companies in the area of customer experience and customer journey with a focus on directed, individual and sustainable development, alignment and implementation of corporate strategies that place the customer at the center of all actions.