Yaël Meier



Yaël Meier is a Swiss entrepreneur, actress, journalist – and one of the most influential voices of Generation Z in the German-speaking world. As co-founder of ZEAM, the leading Gen Z agency, she helps companies to understand and reach young target groups and win them over in the long term. Her clear mission: “You have to talk to young people, not about them.” “If you want to make your company fit for the future, you have to understand the next generation. Today, it’s Gen Z that needs to be won over.” Yaël Meier Lecture topics Understanding Gen Z – What…

Topics

Employer Branding & Human Resources, Leadership & Recruiting, New Work & New Culture, Society, Teamwork & Teambuilding, Transformation & Digitalization, Trends, Future & Science

Languages

English, German

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