



Session 6 – Monday, 25 April, 16:00 – 18:00

FEI World Championships 2022 – status update and digital activations on the horizon

Speakers' biographies

Ralph Straus (FEI HQ) – FEI Commercial Director

Ralph Straus has been the FEI's Commercial Director since 2015. Prior to joining the FEI, Straus was Vice President of Marketing and Communications at EXPO 2020 in the United Arab Emirates. He was also Head of Strategy and Brand Management at FIFA, where he oversaw the brand development for all FIFA events, the global licensing program and all marketing activities, including the FIFA Fan Fests and the FIFA Interactive World Cup, the largest football eSports competition world-wide. Prior to FIFA, he worked at Swisscom and Shell on various strategic initiatives.

Stéphane Schwander (FEI HQ) – FEI Head of Digital

Stéphane Schwander is the FEI Head of Digital. He joined the FEI in January 2015 as Commercial Manager, Digital Partnerships before taking over his current role. He has been developing and establishing FEI's digital ecosystem strategy including social media and web. He founded his own web agency in 2002 and worked at the UEFA before joining the FEI. He holds an Advanced Federal Diploma of Higher Education in Web Project Management and has completed various post graduate education programmes.

OC representatives of the FEI World Championships 2022

Jonny Murch, RedTorch Founder & CEO

Casper Cassøe, CEO Operations - FEI World Championships Herning 2022

Jens Trabjerg, CEO Sport - FEI World Championships Herning 2022

Malou Trabjerg, Head of Office & NF Relations - FEI World Championships Herning 2022

Simone Perillo, Secretary General, Italian Equestrian Federation (FISE)

Maria Baleri, Executive Coordinator - FEI World Championships Verona 2022