



## FROM GOOGLE TO REDDIT: THESE EXPERTS WILL SHARE THEIR KNOWLEDGE ON SEARCH AD BUSINESS, COMMUNITY POWER, AND GLOBAL BRAND INSIGHTS AT OMR FESTIVAL

### PRESS RELEASE

Hamburg, February 19, 2026 – Brendon Kraham, responsible for Google’s Global Search Ads and Commerce Business & Product Strategy, community expert Laura Nestler from Reddit, and Leonardo Aizpuru, Chief Marketing Officer at Nespresso, will be attending the OMR Festival 2026 in Hamburg on May 5th and 6th. OMR is currently offering the [OMR26 Festival & Hotel Pass](#): For €999, attendees will get the full festival experience and three nights at Motel One. The availability is limited.

**Brendon Kraham** is the Vice President of Search & Commerce Global Ads Solutions at Google, overseeing the multi-billion dollar Search Ads business and product strategy. **Laura Nestler** is the Vice President of Community at Reddit and knows better than anyone what it takes to build loyal communities. And **Leonardo Aizpuru**, Global CMO at Nespresso, ensures that an everyday essential remains a powerhouse global brand. All three will be at the OMR Festival in Hamburg on May 5th and 6th, 2026.

**Brendon Kraham** is convinced: The AI revolution is an even more significant turning point than the shift to the mobile internet. And as VP of Global Search Ads & Commerce at Google, he is naturally playing a central role in this transformation. With „Gemini,“ „AI Overviews,“ and „AI mode,“ the company is one of the key drivers of this revolution, ensuring that search continues to evolve away from static keywords toward agentic, multimodal, and more personalized experiences.

On the Conference Stage, Brendon Kraham will provide exclusive insights into how Gemini, AI Overviews, and AI mode are changing the way people discover information – and how brands can leverage these new opportunities to generate real growth in the era of artificial intelligence.

**Laura Nestler** boasts a 20-plus-year track record of building strategic, scalable community systems. As Vice President of Community at Reddit, she leads the team responsible for key initiatives in moderation, governance, and international community growth. Prior to her role at Reddit, Laura served as Global Head of Community at Duolingo.

The potential for brands to leverage communities has arguably never been greater than it is today. However, every community – depending on its niche – comes with its own unique set of rules and expectations. Clumsy pandering usually backfires. At OMR Festival 2026 in Hamburg, Laura Nestler will explain what truly matters in community building and the vital role platforms like Reddit can play in that journey.

**Leonardo (Leo) Aizpuru** is the Chief Marketing Officer of Nespresso, overseeing the global end-to-end marketing organization—from product and brand to Consumer Insights (CMI) and corporate communications. Put simply: in his role, he decides how one of the most iconic coffee brands in the world presents itself globally.

Since joining in February 2025, Leo Aizpuru has brought over 18 years of marketing expertise from within the Nestlé Group. He is set to play a decisive role in shaping the next chapter of Nespresso's brand and corporate evolution. He might just give us a glimpse of what that looks like at OMR Festival 2026.

## Tickets

The [OMR26 Festival Pass](#) is available for a limited time for €559.00 (net) instead of €599.00.

Additionally, OMR offers an OMR26 package for €999: With the [OMR26 Festival & Hotel Pass](#), attendees will get the full festival experience on May 5th & 6th, along with three nights at Motel One am Michel. Availability is limited.

For press images, please click [here](#).

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