

The graphic features a dark purple background with a crowd of people at the bottom. In the top left, the OMR logo is displayed. On the right side, there are three portrait photos of speakers, each with their name and title below it. The text on the left side of the graphic reads: #OMR26, May 5 & 6, 2026, Hamburg. The background also includes some abstract light patterns and a 'WELCOME OMR' sign.

**OMR**

**#OMR26**  
May 5 & 6, 2026  
Hamburg

**KAT COLE**  
CEO, AG1

**MALIK DUCARD**  
Chief Content Officer,  
Pinterest

**DAVID SANDSTRÖM**  
Chief Marketing Officer,  
Klarna

## AG1, PINTEREST, KLARNA: LEADING BRANDS, PLATFORMS & FINTECHS AT OMR26

### PRESS RELEASE

Hamburg, March 16, 2026 – Kat Cole is the CEO of AG1, a company that has defined an entire product category. Malik Ducard serves as CCO at Pinterest, where he is responsible for all content across the company and the platform. As CMO of Klarna, David Sandström has been the driving force behind the fintech’s exceptional brand image for years. All three will appear on the big stages at the [OMR Festival](#) on May 5 and 6 in Hamburg to share their insights, challenges, and key learnings. OMR is currently offering the [OMR26 Festival & Hotel Pass](#): For €999, attendees will get the full festival experience with three nights at B&B HOTEL Hamburg-Nord. Availability is limited.

#### Kat Cole: A Product That Defines a Category

When AG1 launched in 2010 under the name Athletic Greens, most people likely dismissed it as just another dietary supplement brand. Now, nearly 16 years later, the verdict changed: AG1 has managed to define an entire category with just a single product.

**Kat Cole** has been part of this success story since 2021—initially as COO, and as CEO since mid-2024. In this role, she is not only a key driver behind the company’s recent surge in revenue—which climbed from \$160 million in 2021 to a reported \$600 million in 2024—but she also orchestrated AG1’s 2025 debut in U.S. retail through a partnership with Costco. Furthermore, that same year, AG1 expanded its lineup for the first time with the launch of AGZ, a supplement designed to promote better sleep. On the Conference Stage, Kat Cole will share insights into this recent growth and explain the roles that various channels—from podcasts to performance marketing—play in today’s marketing mix.

## Malik Ducard: Pinterest's Chief Content Officer

Pinterest reported 619 million Monthly Active Users in its latest earnings for the fourth quarter of 2025—a twelve percent increase compared to the previous year. Pinterest, a visual search and discovery platform, continues to distinguish itself significantly from others, as a growing number of users seek exactly for what it offers.

As Chief Content Officer, **Malik Ducard** oversees the global content strategy for the entire company, leading a wide range of teams—from content production to external content, editorial partnerships, and support operations. At the OMR Festival, Malik Ducard will explain what matters in today's "platform game," the weighty role that content discoverability plays for Pinterest, and the impact Artificial Intelligence is having on it all.

## David Sandström: The Architect Behind the Fintech Brand Klarna

Klarna put a lot on the line: With a multi-million dollar marketing budget and stars like Snoop Dogg and Paris Hilton, the payment company transformed itself from a dry B2B provider into a lifestyle brand. It was a move that could have easily failed. When ChatGPT hit the market, the leadership team experimented immediately and replaced part of their software with AI—years before the current discussions of a "SaaSocalypse."

One of the key figures behind this story is **David Sandström**. As Chief Marketing Officer, he co-managed Klarna's brand transformations and turned the Swedish "Buy now, pay later" provider into one of the most famous fintechs in the world. Today, the company boasts 118 million active users across 26 markets. It is one of the few European fintechs to successfully break into the U.S. market. Simultaneously, Sandström must convince the capital markets, as the stock price has recently suffered following a U.S. IPO. What is the Swedes' marketing playbook? How can AI help continue to "shrink" the company? David Sandström will discuss these topics at OMR26.

## 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 B&B HOTEL Hamburg-Nord. Availability is limited.

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

[Apply for press accreditation here.](#)

For media requests, please contact:

### Press Contact

Wencke Thielert (she)

[presse@omr.com](mailto:presse@omr.com)

Tel. +49 40 209 310 896

OMR by ramp106 GmbH

Lagerstraße 36 | 20357 Hamburg | Tel.: +49 40 209 310 876 | E-Mail: [info@omr.com](mailto:info@omr.com) | [www.omr.com](http://www.omr.com)  
Register Nr.: HRB113109 | Vertreten durch: Philipp Westermeyer, Philipp Isfort, Jasper Ramm und Isabelle Gardt

OMR