

# PROGRAM 2023

CLOUD  
LEADERSHIP  
DAY

DATA & AI  
LEADERSHIP  
DAY

	Cinema 4	Cinema 3	Cinema 7	Cinema 2	Cinema 6 Partner Track	Cinema 8 Hands-on-Track
07.15 – 09.00	Registration & Coffee & Partner Expo					
08.20 – 08.50 Morning Sessions		<b>Enhancing Air Travel Sustainability and Operational Quality with Google Cloud</b>  Soeren Linau Lufthansa Group	<b>Building Bridges to Clouds: Challenges and Insights From Data Maturity and Product Value</b>  David Balaban Swiss Marketplace Group	<b>Architecting an In-house CDP Solution for Greater ROI</b>  Adam Madacsi On		
09.00 – 09.30	Opening and Speaker Previews		Cinema 4			
09.30 – 10.15	<b>Keynote</b>	<b>Empowering Engineering Teams for Cloud at Scale</b>		Deepak Sondur		Roche Cinema 4
10.15 – 10.45	Coffee Break		Partner Area			
10.45 – 11.15 Session 1	<b>How to Secure Management Buy-In for a Successful Move to Public Cloud</b>  Remo Schmidli ZKB	<b>Increasing Developer Efficiency through Cloud Automation Platform</b>  Gabriel Koch Axa	<b>A Guide to Introducing Data and AI to a Public Administration</b>  Paul Meyrat Stadt Zürich	<b>How To Align AI Technology with Your Business Strategy</b>  Jérôme Koller die Mobiliar	<b>Green Mobility: Understanding Business Drivers through Data</b>  Deutsche Bahn and Accenture	<b>Google Hands-on Session: New Era of AI for Enterprises – How to get there?</b>  <b>Bold and Responsible in the New Era of AI</b>  Vladimir Vuskovic Google Cloud
11.30 – 12.00 Session 2	<b>Panel on Ethics and Building Trust</b>  Carmelo Iantosca Axa	<b>A Journey through FinOps and Multi-Cloud Strategy</b>  Cédric Weider Helvetia	<b>Analytics Translation: From Idea to Impact</b>  Michel Neuhaus UBS	<b>Data Power Play</b>  Sandro Jean-Mairet Digitec Galaxus	<b>Multi-Cloud: Drivers &amp; Trade-offs</b>  Adrian Damm Zühlke	
12.00 – 13.30	Lunch & Partner Expo		Partner Area			
13.00 – 13.30	<b>Serious gaming Xebia Cloud Transformation Game</b>		Cinema 4			
13.30 – 13.45	<b>Afternoon welcome, Speaker Previews</b>					
13.50 – 14.20 Session 3	<b>Cloud Transformation in Migros: Objectives vs Realities</b>  Thorsten Princip Migros	<b>From Zero to Global: Cloud Deployment in Under Two Years</b>  Thomas Fitze Dentsply Sirona	<b>Generative AI in Finance – Generate Revenue not just Text!</b>  François Rüf Vontobel	<b>Tackling Flight Delays and Optimizing Turnaround Time with AI</b>  Santiago Ruiz Zapata Schiphol Group	<b>How to leverage Low-Code to Drive and Scale Globally</b>  Ralph Wirth Schaeffler	
14.30 – 15.00 Session 4	<b>People First: The Key to Successful Cloud Transformation</b>  Momcilo Jovic Swisscom	<b>Scaling Direct Air Capture with Cloud Computing</b>  Eric Betti Climeworks	<b>Going Yellow: The Swiss Post Digital Journey to Data and AI Transformation</b>  Isabell Franck Die Post	<b>Large Models for All and How to Adapt Them Efficiently</b>  Alex Smola Boson.ai	<b>The Impact of Global Regulations on AI: An Introduction to the EU AI Act</b>  Christoph Schrills NTT Data	
15.00 – 15.30	Coffee Break		Partner Area			
15.30 – 16.00 Session 5	<b>Cloud Application Modernization: Strategies and Lessons Learned</b>  Michal Trzeciak UBS		<b>Breaking the Data-Business Divide: Successful Data Strategy Execution</b>  Andreea Hossmann Swisscom			
16.15 – 17.15	<b>Closing Keynote</b>	<b>Fly Your Dreams</b>		Marc Hauser		Cinema 4
17.15 – 19.00	Apero and Networking					