

PROGRAM 2023

JUNE 21 ARENA CINEMA ZURICH

CL
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		Enhancing Air Travel Sustainability and Operational Quality With Google Cloud Soeren Linau Lufthansa Group	Building Bridges to Clouds: Challenges and Insights From Data Maturity and Product Value David Balaban Swiss Marketplace Group			
09:00 – 09:30	Opening & Speaker Previews		Cinema 4			
09:30 – 10:15	Keynote	Empowering Engineering Teams for Scale	Deepak Sondur	Roche	Cinema 4	
10:15 – 10:45	Coffee Break		Partner Area			
10:45 – 11:15 Session 1	How To Secure Management Buy-in for a Successful Move to Public Cloud Remo Schmidli ZKB	Increasing Developer Efficiency Through Cloud Automation Platform Gabriel Koch & Raffael Klingler Axa	A Guide to Introducing Data and AI to a Public Administration Paul Meyrat Stadt Zürich	How To Align AI Technology With Your Business Strategy Jérôme Koller die Mobililar	How to leverage Low-Code to Drive and Scale Globally Ralph Wirth Schaeffler	New Era of AI for Enterprises – How To Get There? Emily J. Ryan Google Cloud
11:30 – 12:00 Session 2	Panel on Ethics and Building Trust Moderator: Carmelo Iantosca Axa	A Journey through FinOps and Multi-Cloud Strategy Cédric Weider Helvetia	Analytics Translation: From Idea to Impact Michel Neuhaus UBS	Data Power Play Sandro Jean-Mairet Digitec Galaxus	Multi-Cloud: Drivers & Trade-offs Adrian Damm & Peter Bäck Zühlke	Bold and Responsible in the New Era of AI Vladimir Vuskovic Google Cloud
12:00 – 13:30	Lunch & Partner Expo		Partner Area			
13:00 – 13:30	Serious Gaming Xebia Cloud Transformation Game			Niek van Raaij	Xebia	Cinema 4
13:30 – 13:45	Afternoon welcome, Speaker Previews					
13:50 – 14:20 Session 3	Cloud Transformation in Migros: Objectives vs Realities Thorsten Princip Migros	From Zero to Global: Cloud Deployment in Under Two Years Thomas Fitze Dentsply Sirona	Generative AI in Finance – Generate Revenue Not Just Text! François Rûf & Tomas Dikk Vantobel & Zühlke	Tackling Flight Delays and Optimizing Turnaround Time With AI Santiago Ruiz Zapata & Marcel Raas Schiphol Group & Xebia	Green Mobility: Understanding Business Drivers Through Data Tanja Schlesinger & Nicole Kontor Deutsche Bahn & Accenture	Make Faster Business Decisions With AWS No-Code Machine Learning Yevgeniy Ilyin AWS
14:30 – 15:00 Session 4	People First: The Key to Successful Cloud Transformation Momcilo Jovic Swisscom	Scaling Direct Air Capture with Cloud Computing Eric Betti Climeworks	Going Yellow: The Swiss Post Digital Journey to Data and AI Transformation Isabell Franck Swiss Post	Large Models for All and How To Adapt Them Efficiently Alex Smola Boson.ai	The Impact of Global Regulations on AI: An Introduction to the EU AI Act Christoph Schrills NTT Data	
15:00 – 15:30	Coffee Break		Partner Area			
15:30 – 16:00 Session 5	Cloud Application Modernization: Strategies and Lessons Learned Michal Trzeciak UBS		Breaking the Data-Business Divide: Successful Data Strategy Execution Andreea Hossmann Swisscom	Architecting an In-house CDP Solution for Greater ROI Adam Madacsi On	Marketplace-driven Innovation in Data as a Service (Daas) Businesses Fawad A. Qureshi Snowflake	
16:00 – 17:15	Closing Keynote	Fly Your Dreams	Marc Hauser	Zeventures	Cinema 4	
17:15 – 19:00	Apero & Networking					