



HUMAN EXPERIENCE ORCHESTRATION WITH EI & AI

2nd July 2019
Cognizant



- 13:30** **○ Registration & Pre-Event Networking**
- 14:00** **Welcome by SwissCognitive**, Dalith Steiger & Andy Fitze, Co-Founders, SwissCognitive
- 14:10** **Welcome by Cognizant**, Stefan Metzger, CEO, Cognizant
- 14:20** **#UseCase01 – Military AI: The Hype, the Ideal and the Real**
 Quentin Ladetto, Research Director “Technology Foresight”, armasuisse
- 14:40** **#UseCase02 – Target Insights: On Incubating and Accelerating In-House Advanced Analytics**
 Ludwig Ressler, Managing Director Senior Advisor, Julius Bär
 Christian Jauch, Data Scientist, Julius Bär
- 15:00** **○ SPLITTING INTO GROUPS OF TOPIC-FOCUSED USE-CASES**
- #UseCase03 – Environment**
 AI to Manage Wind and Solar Power Helps Curbing Global Warming
 Christian Jacobsson, Head of Energy AI, Alpiq
- #UseCase04 – Cybersecurity**
 Machine Learning for Advanced Data Leakage Prevention
 Dr. David Gugelmann, Founder & CEO, Exeon Analytics
- #UseCase05 – Unstructured Data Processing**
 Using Machine Learning to Categorize Unstructured Mailings
 Dennis Furrer, Business Analyst, PostFinance
- #UseCase06 – Ethics**
 AI & Ethics - Wild West vs End of Creativity and Bonanza
 Christof Höfner, Senior Legal Counsel, Zurich Insurance Company
- 15:35** **○ NETWORKING BREAK**

16:05

 **SPLITTING INTO GROUPS OF TOPIC-FOCUSED WORKSHOPS**

Workshop #1 User Experience

Create Innovative, AI-Driven Solutions, Inspired by Your Own HxO Challenges

Maya Reinshagen, Director Marketing Automation, Netcentric

Gunnar Graupner, Principal UX Consultant, Netcentric

Workshop #2 Strategy

AI is Not Going to Clean Up Your Mess! Methodology First, Then Technology.

Deborrah Gillet, Founder & CEO, Next Insights

Marcus Mantz, Head of Logistics Plasma, Takeda

Alex Von Peschke, Head of UX and Communication

Workshop #3 Future Mobility

How Digital Twins Can Learn From Success and Failure

Marc-Oliver Gewaltig, AI Strategist, T-Systems

Workshop #4 Organisation

Building a Conceptual AI-Journey Model Together

Ioana Gavrilă, Senior AI Project Manager, SwissCognitive

Frank Seifert, Partner & Professional Inventor, Creaholic

16:55

 **NETWORKING BREAK**

17:25

Keynote Speech, Elian Kool, CEO, Netcentric

17:35

#UseCase07 – Healthcare

AI in Real-World Evidence and Medical Treatments

Georg Turi, European Life Sciences & Healthcare CoE Leader AI & Analytics, Cognizant

17:55

#UseCase08 – Banking / Compliance

Successfully Building Up an Analytics Function

Tanvi Singh, Managing Director, Digital Transformation & Products Lab, CreditSuisse

18:15

 **CognitiveTank Wrap- Up by SwissCognitive**

18:30

 **COGNITIVE NETWORKING & FLYING DINNER**