



WHO MOVED MY CHEESE? AI! ANTICIPATING, PREPARING & ADAPTING TO CHANGE

4th December 2019
Deloitte, Zurich



- 13:30 **Registration & Pre-Event Networking**
- 14:00 **Welcome** **SwissCognitive – Anticipating, Preparing & Adapting to Change**
Dalith Steiger & Andy Fitze, Co-Founders, SwissCognitive
- Deloitte – From Ideas to Value**
Antonio Marco Russo, Head of Analytics & Cognitive Advisory, Deloitte Switzerland
- 14:30 **#UseCase01** **INSURANCE – NEW BUSINESS DEVELOPMENT**
Corporates & Start-Ups. Hand in Hand in the Era of AI.
Barbara Wagner, Innovation & Business Development, Zurich Insurance Company
Domen Krašovec, Data Scientist, Zurich Insurance Company
- 14:50 **#UseCase02** **CROSS INDUSTRY – DEEP LEARNING & NLP**
Unblocking Billions in Value with the Combination of DL & NLP
Edward Chessmann, Head of Enterprise Strategy, Peltarion
- 15:10 **Use-Cases** **Parallel Sessions**
- #UseCase03** **MEDIA – ADVERTISING**
Mass Media Advertising: Artificial Intelligence is Changing the Rules
Esther Cahn, Founder & CEO, Signifikant Solution
- #UseCase04** **FINANCE – ASSET MANAGEMENT**
Artificial Intelligence in Finance – Some Real Business Applications
Sandro Schmid, Co-Founder & CEO, AAAccell – Trusted Innovation
- #UseCase05** **HEALTHCARE – DIGITAL APPS**
Digital Coaches for People Living with Chronic Diseases
Michelle Heppler, Co-Founder, Chief Commercial Officer, Pathmate Technologies
- #UseCase06** **BANKING – CYBERSECURITY**
Smart Banking, Smart Security
Sandra Tobler, Co-Founder & CEO, Futuare Technologies
Andy Waar, Co-Founder, CMO YAPEAL

15:45

Networking Break

16:15



Workshops Parallel Sessions

#Workshop01 AI – MARKETING

“Mind-reader” – Maximising AI Capabilities in Marketing

Tamara Obielum, Head of Marketing and Telesales, CCV

#Workshop02 AI – ETHICS

Ethical Risk Management in the Age of AI

Johan Rochel, Co-Founder, ethix - Lab for Innovation Ethics

#Workshop03 AI – BUSINESS STRATEGY

How to Sell AI Within an Organisation

Maya Reinshagen, Director Marketing Automation, Netcentric, A Cognizant Digital Business

Frank Seifert, Partner & Professional Inventor, Creaholic

#Workshop04 AI – BUSINESS OPERATIONS

AI Economy: Using AI Industry Data to Make Business Decisions

Steffen Konrath, Founder, AI Suisse

Peter Metzinger, Strategic Change Consultant, Mr. Campaigning

17:05

Networking Break

17:35



#UseCase7 RETAIL – B2B STRATEGY

Mind Meets Machine – Successful Omnichannel Strategy with the Help of AI

Olivier Embarek, Customer Experience, Japan Tabaco International

Fabien Lopez, Head of AI Strategy, Deloitte

17:55



Keynote Melting the Cheese – It all comes down to Collaboration

Stefan Metzger, Country Managing Director, Cognizant Technology Solutions

18:00



Panel Making Cheese Fondue - Transforming the Corporate Culture for Human to Work With AI

Panelists:

Stefan Metzger, Country Managing Director, Cognizant Technology Solutions

Otto Preiss, Group SVP, Chief Operating Officer Digital, ABB

Esther-Mirjam de Boer, Owner & CEO, GetDiversity

Moderator:

Antonio Marco Russo, Head of Analytics & Cognitive Advisory, Deloitte Switzerland

18:30

Wrap-Up SwissCognitive – Enjoying the Cheese – Cheese for All, AI for All

Dalith Steiger & Andy Fitze, Co-Founders, SwissCognitive

18:35



Cognitive Networking & Cheesy Dinner