

# WORKTECH™ Zurich

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

## EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

MICROSOFT ZURICH - THE CIRCLE

THURSDAY 25<sup>TH</sup> SEPTEMBER

09:00 - 17:00

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Senior Conference Producer,  
WORKTECH Events

## A warm welcome to WORKTECH25 Zurich

WORKTECH is the fastest growing forum for all those involved in the future of work and the workplace as well as real estate, technology and innovation.

You are invited to join over 100 senior professionals for an insightful program of peer-to-peer discussions and thought leadership sessions with workplace visionaries, exploring the changing landscape of work and the purpose of the workplace.

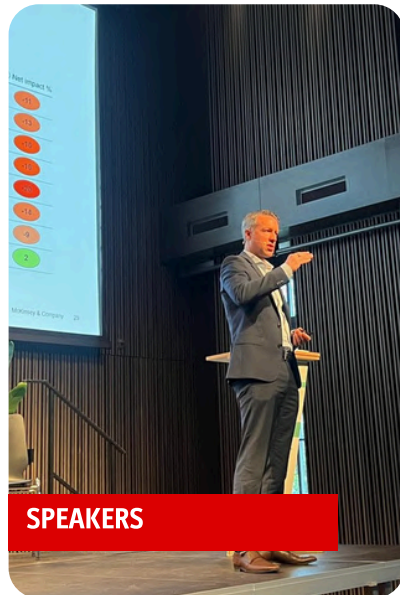
Our agenda will explore transformative shifts in work culture, technology integration, and employee expectations. Join us to gain perspectives from industry leaders and thought pioneers, on the evolving world of work in 2025.

We hope you will be able to join us and we are looking forward to welcoming you to the event at Microsoft Zurich - The Circle on 25th September.

Warmest regards,

Samantha

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**SPEAKERS**



**SESSIONS**



**CONFERENCE AGENDA**



**VENUE**



**WHO ATTENDS**



**KEY INFORMATION**



# MEET THE SPEAKERS



WORKTECH25 Zurich will attract some of the biggest and brightest names to debate, discuss, and divulge the latest thinking on the future of work and the workplace.

The conference will feature leading international thinkers from industry and academia. Our speakers represent some of the world's biggest brands and best universities and research departments, alongside radical visionaries from new innovative organisations.

Through interdisciplinary speakers and learning experiences, we focus on bringing cutting edge ideas and inspiration to the workplace community to enhance creativity and move thinking forward. Instead of focusing on peer to peer innovation through imitation, we aim to curate a unique programme, bringing together experts in the fields of people, place and technology and relevant adjacencies to reflect on the future of work and workplace.

Alongside the conference series, the WORKTECH Academy knowledge hub explores the future of work through six key themes: people, place, technology, design, culture and innovation. Creating leading commentary, research and publications that places scientific research at the heart of key business problems. [www.worktechacademy.com](http://www.worktechacademy.com)

## Full list of speakers

Shagu Anurag **Saltmine**  
Stuti Bajaj **LHH**  
Jennifer Baumeler **Drees & Sommer**  
Sinem Beaujean **Sedus**  
Antonio Brunner **Deutsche Bank**  
Ralf Buechsenschuss **Microsoft**  
Susannah Burock **Susannah Burock Consulting**  
Christian Czupalla **WIN-WIN FOR WORK**  
Mehdi Elhaoussine **LEGIC**  
Andy Fitze **SwissCognitive**  
Yolisa van den Eeden **Microsoft**  
Mauro Giovenzana **SAP**  
Andreas Gschmeidler **UBS**  
Stefan Hofmann **Beyond Gravity**  
Key Kawamura **Studio Banana**  
James Kendall **SwiftConnect**  
Hrvoje Klapan **Microsoft**  
Orsolya Kovacs **Boston Consulting Group**  
Dennis Langer **Microsoft Switzerland**  
Susanne Marchesi **dormakaba**  
Kasia Maynard **WORKTECH Academy**  
Véronique Neiss **Bank for International Settlements**  
Bruno De Rivo **e35**  
Jonas Schmid **Akenza**  
Hassan Shaikh  
Richard Topping **MVC Videra**  
Claire Ward **SPS**  
Alex Wilkins **Roche**



**Yolisa van den Eeden, Microsoft**



**Antonio Brunner, Deutsche Bank**



**Ralf Buechsenschuss, Microsoft**



**Andreas Gschmeidler, UBS**



**Susanne Marchesi, dormakarma**



**Orsolya Kovacs, BCG**



**Mauro Giovanzana, SAP**



**Stefan Hofmann, Beyond Gravity**



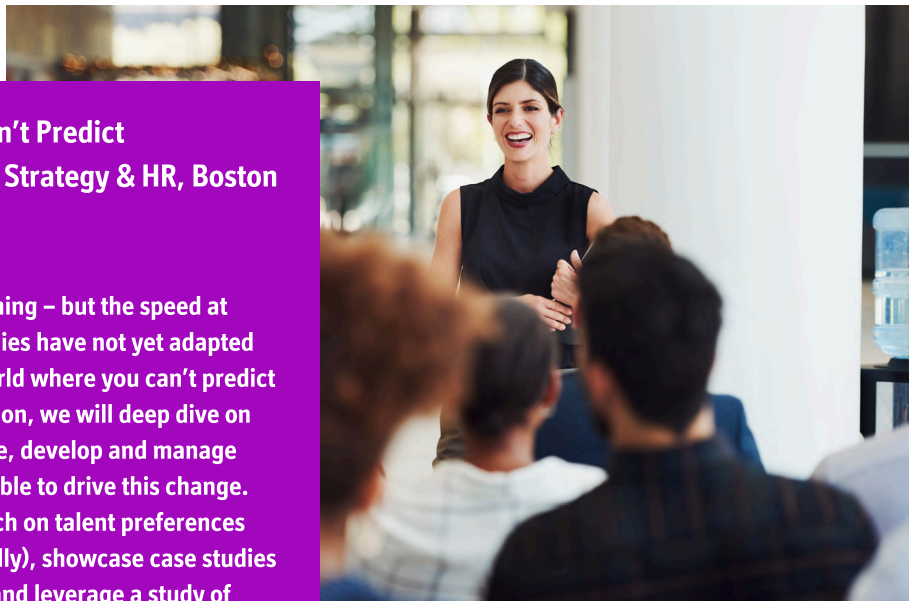
**Hassan Shaikh**





## **People Skills: Empowering Your Organisation for the Agentic AI Era** **Ralf Buechsenschuss, Employee Experience Lead – AI Workforce, Microsoft**

AI is transforming the business landscape at unprecedented speed. But the real competitive advantage lies in how quickly your people can adapt, collaborate, and grow. In this executive session, discover how People Skills in Microsoft 365 Copilot - enhanced by the new Skills Agent - enables organisations to unlock agility, close skill gaps, and future-proof their workforce. You'll see how business leaders can leverage real-time skill insights for smarter workforce planning, identify and develop critical capabilities, and drive cultural change at scale. Learn how privacy and governance are built in by design, and how employees can discover expertise, connect, and upskill directly in the flow of work. Join us to see how People Skills can help you build a resilient, high-performing organisation - ready for whatever comes next.



## **How to Prepare Your Workforce for a Future You Can't Predict** **Orsolya Kovacs, Partner, Associate Director, People Strategy & HR, Boston Consulting Group**

Technology affecting jobs and skills is not necessarily a new thing – but the speed at which this happens is unprecedented. However, most companies have not yet adapted their people management philosophies and processes to a world where you can't predict the skills and jobs you'll need in a few years' time. In this session, we will deep dive on the necessary paradigm shifts in how employers should source, develop and manage talent – as well as how the HR function needs to evolve to be able to drive this change. This data-backed presentation will leverage latest BCG research on talent preferences (2024 Decoding Global Talent study of 150,000 workers globally), showcase case studies in skill and people management from 40 leading companies, and leverage a study of 1000+ firms on re- and upskilling best practices.



## **Connected Workplaces: Elevating Employee Experience While Unlocking Efficiency** **Andreas Gschmeidler, Work Experience Technology Lead, UBS**

Real Estate and Technology teams can partner to design connected workplaces which combine the latest collaboration technology with custom ergonomic furniture to support employees in connecting effectively – whether that's in-person, virtually, or in a hybrid setting. Existing space offerings need adjustments to address today's user demands and to utilize the power of the latest technology. We see a unique opportunity to design end-to-end solutions that significantly reduce real estate operating and AV technology costs while elevating the experience at work.

## 08:30 | WORKTECH25 ZURICH CONFERENCE OPENS

## 09:00 | CHAIRPERSON'S OPENING REMARKS

Yolisa van den Eeden, **Go-to-Market Manager AI Business Solutions, Microsoft**



Kasia Maynard, **Head of Research & Editorial, WORKTECH Academy**



## 09:10 | STATE OF THE MARKET: AUDIENCE PULSE SURVEY

## 09:15 | MICROSOFT WELCOME ADDRESS

Hrvoje Klapan, **Director for AI Business Solutions GTM – DACH, Microsoft**



## 09:20 | PEOPLE SKILLS: EMPOWERING YOUR ORGANISATION FOR THE AGENTIC AI ERA

Ralf Buechsenschuss, **Employee Experience Lead – AI Workforce, Microsoft**



AI is transforming the business landscape at unprecedented speed. But the real competitive advantage lies in how quickly your people can adapt, collaborate, and grow. In this executive session, discover how People Skills in Microsoft 365 Copilot - enhanced by the new Skills Agent - enables organisations to unlock agility, close skill gaps, and future-proof their workforce. You'll see how business leaders can leverage real-time skill insights for smarter workforce planning, identify and develop critical capabilities, and drive cultural change at scale. Learn how privacy and governance are built in by design, and how employees can discover expertise, connect, and upskill directly in the flow of work. Join us to see how People Skills can help you build a resilient, high-performing organisation - ready for whatever comes next.

## 09:50 | HOW TO PREPARE YOUR WORKFORCE FOR A FUTURE YOU CAN'T PREDICT

Orsolya Kovacs, **Partner, Associate Director, People Strategy & HR, Boston Consulting Group**



Technology affecting jobs and skills is not necessarily a new thing – but the speed at which this happens is unprecedented. However, most companies have not yet adapted their people management philosophies and processes to a world where you can't predict the skills and jobs you'll need in a few years' time. In this session, we will deep dive on the necessary paradigm shifts in how employers should source, develop and manage talent – as well as how the HR function needs to evolve to be able to drive this change. This data-backed presentation will leverage latest BCG research on talent preferences (2024 Decoding Global Talent study of 150,000 workers globally), showcase case studies in skill and people management from 40 leading companies, and leverage a study of 1000+ firms on re- and upskilling best practices.

## 10:15 | NETWORKING & COFFEE BREAK

## 10:45 | EXPERT PANEL: BEYOND METRICS - HOW LEADING ORGANISATIONS MEASURE WHAT REALLY MATTERS

Moderator: Susannah Burock, **Senior Consultant, Susannah Burock Consulting** / Hassan Shaikh, **Senior Manager, Workplace Strategy** / Antonio Brunner, **Director, Global Service Delivery Manager – Digital Workplace, Deutsche Bank** / Stefan Hofmann, **Vice President, Launchers Switzerland, Beyond Gravity** / Véronique Neiss, **Head of Real Estate and Facilities, Bank for International Settlements**

The workplace has changed—so why are we still using old KPIs to measure success? This future-focused panel gathers bold thinkers from banking, pharma, tech, insurance, and aerospace to explore how high-performing companies are redefining what they measure and why. From ESG and DEI to digital transformation and hybrid culture, discover how these leaders are turning people data into strategic power. Expect practical insights, cross-functional takeaways, and a sharp debate on what matters most in the new world of work. If you measure anything in 2025, make it this.



## 11:20 | CONNECTED WORKPLACES: ELEVATING EMPLOYEE EXPERIENCE WHILE UNLOCKING EFFICIENCY

Andreas Gschmeidler, **Work Experience Technology Lead, UBS**



Real Estate and Technology teams can partner to design connected workplaces which combine the latest collaboration technology with custom ergonomic furniture to support employees in connecting effectively – whether that's in-person, virtually, or in a hybrid setting. Existing space offerings need adjustments to address today's user demands and to utilize the power of the latest technology. We see a unique opportunity to design end-to-end solutions that significantly reduce real estate operating and AV technology costs while elevating the experience at work.

## 11:45 | THE PATH TO PERFORMANCE: DESIGNING THE CONNECTED WORKPLACE

Claire Ward, **Chief Innovation Officer, UKI Head of Solution Design, SPS**



What drives performance in today's workplace isn't where we sit, but how well we're supported. Based on the 2025 State of the Workplace Survey and fresh insights from leaders across industries, this session explores what really enables people to do their best work. Autonomy, the right tools, purposeful environments, and supportive policies matter more than presenteeism. As the office becomes just one of many enablers, we'll look at how a "connected workplace" approach – blending hospitality, flexibility, technology, and human experience – is shaping the next chapter of productivity.

## 12:10 | FROM SURVIVE TO THRIVE: NAVIGATING CRE IN TURBULENT TIMES

Shagu Anurag, **CEO, Saltmine**

Saltmine

## 12:20 | BREAKING DATA SILOS TO BUILD SMARTER WORKPLACES

Jonas Schmid, **Co-CEO, Akenza AG**



## 12:25 | SMARTER SPACES, SMOOTHER MEETINGS: MONITORING FOR THE HYBRID WORKPLACE

Richard Topping, **Chief Revenue Officer, MVC Videra**



## 12:30 | NETWORKING & LUNCH BREAK

## 13:45 | THE NEW FACE OF SECURITY: EMPOWERING PEOPLE, NOT JUST PROTECTING PLACES

James Kendall, **VP, Solutions Engineering, SwiftConnect** / Dennis Langer, **Copilot Solution Engineer, Microsoft Switzerland** / Mehdi Elhaoussine, **General Manager, LEGIC**



For decades, security in the workplace was predominantly about one thing: protecting places and the people inside them. It meant locks, barriers, guards, and gates – all designed to keep threats out. But the workplace has changed. Today, security isn't just about protection – it's about empowerment. Employees expect workplaces that recognise them, welcome them, and give them seamless access. Visitors expect clarity and ease from the moment they're invited. And organisations expect processes that are automated and intelligent, not manual and cumbersome. This is the new face of security: one that empowers people rather than restricts them. One that creates seamless journeys – from booking a desk or receiving a visitor pass to walking through the door – while keeping organisations safe and secure. On this panel, we'll explore how security is becoming an enabler for better workplace experiences, and how technology is helping us shift from simply protecting places to truly empowering people.

## 14:15 | FIRESIDE CHAT: 'EVERY USER NEEDS A SMALL TOWN'

Jennifer Baumeler, **Senior Change Consultant, Drees & Sommer Schweiz AG** / Susanne Marchesi, **Management Assistant and Vocational Training Coordinator, dormakaba**



Through the transformation of a former industrial hall, dormakaba has created a forward-looking work environment at its Rümlang site. Guided by the motto "Every user needs a small town," a diverse, urban office concept was developed that places the needs of employees and sustainability at its core. Accompanied by a comprehensive change management process, the project has received multiple awards and is considered a model for sustainable, user-centered workplace design. Susanne Marchesi from dormakaba, as the client, engages in a discussion with Jennifer Baumeler, the project lead from Drees & Sommer, about the challenges and key learnings from the project.



## CONFERENCE AGENDA

09:00 - 16:45

## 14:30 | "GROUND-UP DESIGN" HOW SAP REIMAGINED ITS WORKSPACE STARTING FROM ITS PEOPLE

Mauro Gioevenzana, **Subregion Head of Facilities & Real Estate Iberia, MENA, Italy, SAP** / Bruno De Rivo, **Architect, Founder and Partner, e35**



How can a global tech company rethink its offices not for people, but with them? The redesign of SAP's new Milan workspace is the result of a deeply participatory process — one that puts employees at the center. Rather than a top-down model, the project team engaged in a comprehensive change management journey: interviewing end users, mapping work habits, and listening to diverse voices across the organization. The result? A workplace shaped not by abstract concepts, but by real needs, experiences, and aspirations. This presentation explores how co-design, listening, and empathy became the foundation for SAP's new office in Milan — a space that reflects how people actually work. From strategy to spatial design, it's a story of transformation, inclusion, and a new way of thinking about the workplace.

## 15:00 | NETWORKING &amp; COFFEE BREAK

## 15:30 | THINK TANK BREAKOUT DISCUSSIONS: RETHINKING SPACE, METRICS &amp; MINDSETS



Join our interactive think tank discussion groups, where we explore the future of work's most compelling topics. Alongside, keynote presentations and expert panel discussions from industry experts, we invite our audience to participate in interactive peer-to-peer discussions to exchange ideas, problem-solve and share experiences, challenges and insights with the workplace community.

## THINK TANK: REDEFINING WORKPLACE METRICS IN THE AGE OF AI

Facilitators: Alex Wilkins, **Global Lead, Real Estate Transactions, Roche** / Andy Fitze, **Co-founder and Managing Partner, SwissCognitive**



As we adopt digital tools and hybrid models, traditional KPIs (such as utilization or cost per square meter) no longer accurately reflect what truly drives engagement, performance, and well-being. This Think Tank explores what success looks like—and how to measure it—when people, purpose, and experience matter more than presence.

## THINK TANK: PURPOSE OF PLACE: DESIGNING FOR HUMAN CONNECTION

Facilitators: Sinem Beaujean, **Global Engagement Strategist, Sedus** / Key Kawamura, **Co-founder, Global Head of Workplace Design, Studio Banana**



In a world reshaped by automation and distributed teams, the physical workplace must do more than support tasks—it must foster connection, creativity, and energy. This Think Tank invites leaders to rethink the function and feel of workspaces to support people's best, most meaningful work.

## THINK TANK: TALENT OF THE FUTURE: CULTURE, SKILLS &amp; HUMAN LEADERSHIP

Facilitators: Stuti Bajaj, **Global SVP & Head of HR, LHH's Career Transition and HR & Talent Advisory** / Christian Czupalla, **Thought Leader in Human Future Economy, Author & Founder WIN-WIN FOR WORK**



In an AI-enabled world, how we lead, support, and develop people must evolve. This Think Tank explores how to create a culture that empowers the human side of work—emotional intelligence, adaptability, purpose—and builds the workforce of tomorrow through smart design and meaningful leadership.

## 16:10 | AI + THE WORKPLACE: WHY HUMAN EXPERIENCE WILL DEFINE THE NEXT FRONTIER OF WORK

Susannah Burock, **Senior Consultant, Susannah Burock Consulting**



As AI and automation transform how work gets done, the real question is not if we adopt these tools—but how we design around them to enhance, not erode, the human experience. In this keynote, Susannah Burock explores how forward-looking organizations are using AI to elevate trust, wellbeing, performance, and connection—while managing cost, ESG, and return-to-office pressures. Through real-world case studies and behavioral insights, she outlines how human-centric workplaces can become strategic drivers of engagement and resilience in an AI-powered world. The future is not just digital—it's deeply human.

## 16:35 | CHAIRPERSON'S CLOSING REMARKS

Yolisa van den Eeden, **Go-to-Market Manager AI Business Solutions, Microsoft**

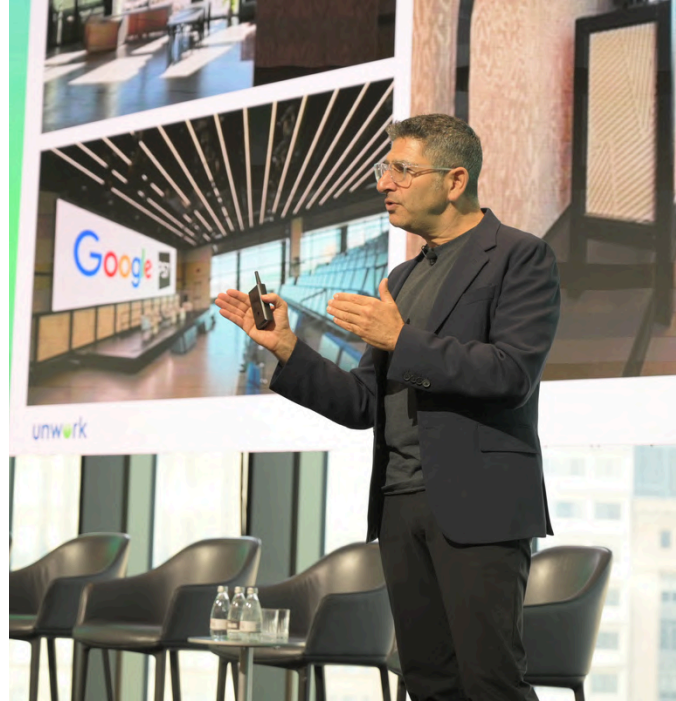
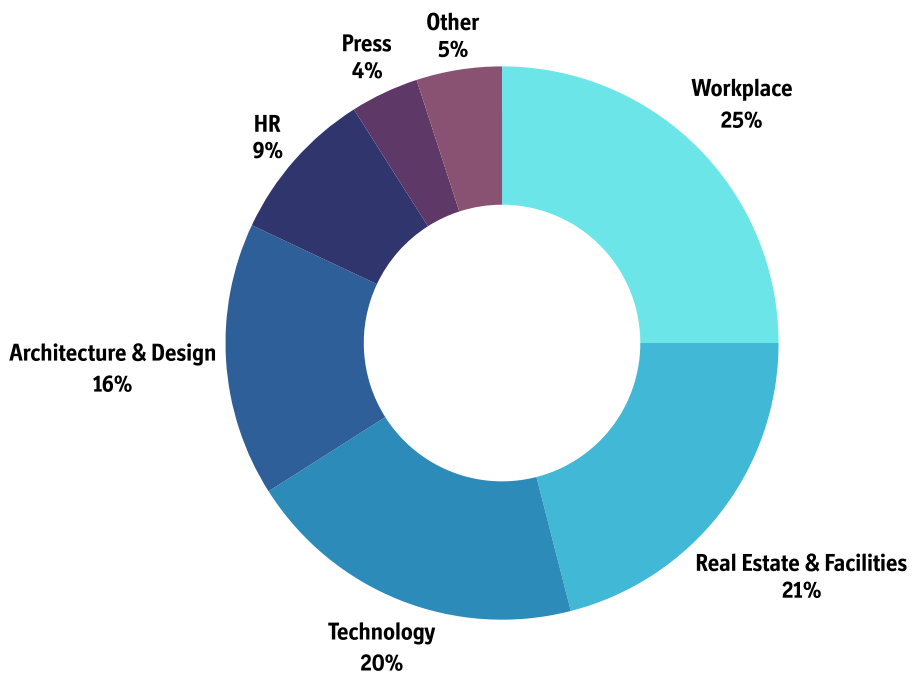
Kasia Maynard, **Head of Research & Editorial, WORKTECH Academy**



## 16:45 | WORKTECH25 ZURICH CONFERENCE CLOSES

## WHO ATTENDS

Attracting senior level professionals from Workplace, CRE, IT, HR and Architecture & Design



A well-spoken and experienced group of presenters providing leading edge subjects current topics and statistics. A great place to learn about new ideas.

WORKTECH DELEGATE, DELOITTE



Informative, interesting views on workplace design, planning technology and workers



WORKTECH DELEGATE, BANK OF MONTREAL



## LEARN MORE

[www.worktechevents.com/events/worktech25-zurich/](http://www.worktechevents.com/events/worktech25-zurich/)



# KEY INFORMATION

## Date & Venue

When: Thursday 25<sup>th</sup> September

Where: Microsoft Zurich - The Circle

## How to book:

Visit: [www.worktechevents.com/events/worktech25-zurich/](http://www.worktechevents.com/events/worktech25-zurich/)

## Offer a Special Rate to Your Network

Become a marketing partner for this event and qualify for a special rate for your colleagues, complimentary passes for yourself, logo exposure for your organisation, and more.

If you are part of a group that would like to attend and are looking for a joint group rate please get in touch to arrange a bespoke ticket price.

## Become a WORKTECH Ambassador

We're looking for people that love the future of work and the workplace and social media. People who are willing to become part of our team and help spread the word to the masses. There will be a free event ticket available to successful applicants. Apply here: <https://bit.ly/3lj8AsA>

For more information on the above initiatives, please contact:

[kirsty.darlington@worktechevents.co.uk](mailto:kirsty.darlington@worktechevents.co.uk)



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