

WORKTECH™ San Francisco

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

META, MENLO PARK, SAN FRANCISCO

THURSDAY OCTOBER 9TH

CONFERENCE AND WORKPLACE TOURS

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Isabel Dewhust-Marks

**Managing Director,
WORKTECH Events**

**A warm welcome to
WORKTECH25 San Francisco**

**WORKTECH is the original
conference for all those involved in
the future of work and the
workplace as well as real estate,
technology, and innovation.**

**This exciting event will feature an
insightful programme 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.**

Warmest Regards

Isabel

CONTENTS



SPEAKERS



SESSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS



WORKTECH25 San Francisco attracts 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 features over 20 speakers, including 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 experience, 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

Full list of speakers

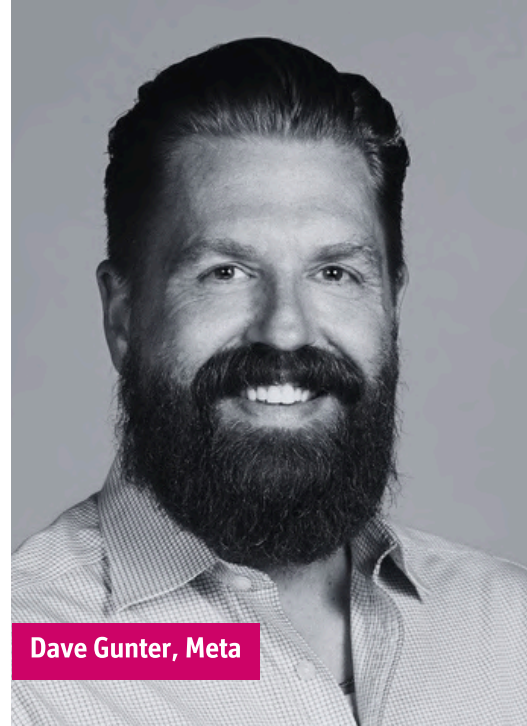
Andres Avalos OfficeSpace Software
James Abeyta Meta
Dr. Chesley Black SPS
Dr Gail Brager University of California, Berkeley
Adrian Brossard Yellowbox
Matthew Claudel Field States
Aurelio David LinkedIn
Laura Delafuente Uber
David Dewane geniant
Brian Elliott Work Forward
Brett Fisher ServiceNow
Jeff Gagnon Trebellar
Dave Gunter Meta
Katelyn Hoffman HOK
Nick Holzworth CBRE
Loren Honda Meta
Kim Hoppner Amazon
Chirag Kadiwar Meta
Kasia Kolpa-Zarowska CBRE
Nick LiVigne JLL
Gabor Nagy Meta
Sarah Oppenhuizen HOK
Katy Redmond JLL
Philip Ross UnGroup
Mette Shenker SmithGroup
Stephanie Timm LinkedIn
Celeste Velasquez Meta
David Weideman Ezcater
Phillip Youakim Saltmine



Dr Gail Brager, University of California, Berkeley



Matthew Claudel, Field States



Dave Gunter, Meta



Sarah Oppenhuizen, HOK



Aurelio David, LinkedIn



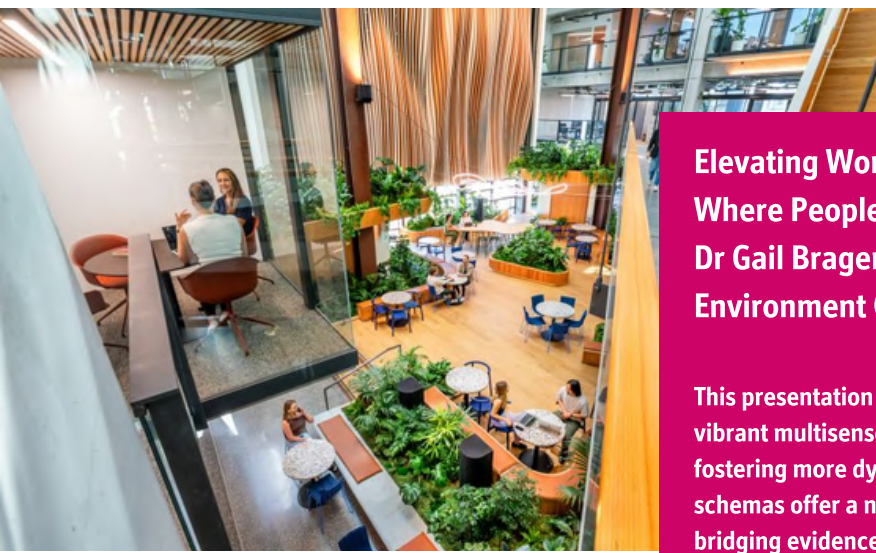
Brian Elliott, Work Forward



Philip Ross, UnWork



Stephanie Timm, LinkedIn



Elevating Workplace Experience: Creating Multisensory Spaces Where People Thrive

Dr Gail Brager, Professor & CBE Director, Center for the Built Environment (CBE), University of California, Berkeley

This presentation focuses on empowering professionals to choreograph rich, vibrant multisensory experiences in workplaces that help people thrive by fostering more dynamic, nature-connected environments. Experiential design schemas offer a new language and framework to prioritize human responses, bridging evidence from building and health sciences with design and management strategies to support the future workplace pillars—people, place, and technology.



AI-Driven Workplace Design: How AI is Shaping the Team Dynamics and the Future of Collaboration

Aurelio David Sr Manager, Workplace Research and Experimentation, LinkedIn and Stephanie Timm Senior Manager, Workplace Research, LinkedIn

LinkedIn's Workplace Team is exploring how AI is transforming team dynamics and its impacting on workplace design, leveraging research to uncover trends and formulate hypotheses, and test them through experimentation. Drawing from in-depth interviews with LinkedIn's Engineering and Product leaders and external technology developers, the session will highlight key learnings and trends, and delve into the conceptual development and practical testing of AI-powered spatial concepts, such as "team pods" and the "Redwood room".



Innovation Gets Physical

Matthew Claudel Founding Partner, Field States

The vacant buildings dotting America's cities paint a grim picture of urban economies. The value proposition of downtown has vanished... or, perhaps, it needs to be rediscovered. Matthew Claudel shows a new approach to urban and economic development that is creating a powerful motive force for buildings, at a time when technology is changing what it means to make. Weaving together a portfolio of projects and cutting-edge spatial analysis he shows the next generation of innovation spaces, district-scale ecosystems for production, quality of life, and economic dynamics.

09:30 | CONFERENCE OPENS

10:00 | CHAIRPERSONS WELCOME

Nick LiVigne, **Managing Director, Consulting, JLL**
Mette Shenker, **Senior Principal, Design Director, SmithGroup**



SETTING THE STAGE — DATA, DESIGN & THE HUMAN EXPERIENCE

10:15 | DATA-DRIVEN WORKPLACE STRATEGIES IN A RAPIDLY CHANGING TECH WORK ENVIRONMENT

Chirag Kadiwar, **Director, Strategic Facilities Planning, Meta** / Gabor Nagy, **Head of Global Workplace Research, Meta** / Loren Honda, **Global Workplace Strategic Programs & Initiatives, Meta** / James Abeyta, **Workplace Design Manager, Meta** / Celeste Velasquez, **Head of Data Analytics and Engineering, Meta**



Meta's in-person policy allows for flexibility in where employees work in highly distributed teams. To better tailor workspace supply to the dynamic demands of various teams, Meta's Global Workplace Services team has been using a data-driven approach to create highly vibrant environments tailored to teams that are engaging, productive and efficient. Learn from leaders of strategic planning, workplace design, research, and data analytics on lessons learned, pitfalls to avoid and how this may work for your organization, too.

10:45 | INNOVATION GETS PHYSICAL

Matthew Claudel, **Founder, CEO, Field States**



The vacant buildings dotting America's cities paint a grim picture of urban economies. The value proposition of downtown has vanished... or, perhaps, it needs to be rediscovered. Matthew Claudel, MIT PhD urban designer and strategist, shows a new approach to urban and economic development that is creating a powerful motive force for buildings, at a time when technology is changing what it means to make. Weaving together a portfolio of projects and cutting-edge spatial analysis, Innovation Gets Physical shows the next generation of innovation spaces, district-scale ecosystems for production and quality of life, and the economic dynamics that will propel the next chapter of American cities.

11:10 | COFFEE BREAK & NETWORKING

11:40 | ELEVATING WORKPLACE EXPERIENCE: CREATING MULTISENSORY SPACES WHERE PEOPLE THRIVE

Dr Gail Brager, **Professor & CBE Director, Center for the Built Environment (CBE), University of California, Berkeley**



This presentation focuses on empowering professionals to choreograph rich, vibrant multisensory experiences in workplaces that help people thrive by fostering more dynamic, nature-connected environments. Experiential design schemas offer a new language and framework to prioritize human responses, bridging evidence from building and health sciences with design and management strategies to support the future workplace pillars—people, place, and technology. These approaches are applicable to both new and existing buildings, aiming for "sensory equity" by offering opportunities for all people to experience delight, with subtle variations that reduce experiential monotony and enhance occupant well-being.

12:00 | PERFORMANCE IN THE NEW AGE OF WORK

Dr. Chesley Black, **Senior Vice President of Global Workplace Experience Strategy & Innovation, SPS** / Philip Ross, **Best-selling author, futurist, and CEO, UnGroup and Cordless Group**

This session explores key findings from the 2025 State of the Workplace Survey by SPS Global and WORKTECH Academy. Discover why engagement is declining, what today's workers expect from their physical workplace, and how office design, policy, and technology must align to boost productivity, retention, and performance.



12:25 | THE CHANGE LEADER'S PLAYBOOK: WHY YOUR HYBRID STRATEGY AND AI ROLLOUT ARE FAILING FOR THE SAME REASON

Brian Elliott, **CEO, Work Forward & Publisher, Flex Index**



Your CEO just mandated five days back in the office. Your board is demanding AI productivity gains. Half your employees are quietly job searching, and the other half are afraid to admit they're using ChatGPT. Sound familiar? Here's what most leaders miss: these aren't separate crises—they're symptoms of the same underlying problem. Organizations struggling with hybrid work almost always struggle with AI adoption, and for identical reasons. After working with dozens of companies from Airbnb to Allstate, Brian has discovered that the most successful transformations—whether driving flexibility or AI productivity—follow the exact same four-pillar framework. The companies getting both right aren't the ones with the best policies or the fanciest tools. They're the ones that cracked the code on organizational change.

INNOVATION SPOTLIGHT

12:45 | FROM SURVIVE TO THRIVE: WHY THE LAST FEW YEARS HAVE BEEN SO WILD, AND HOW TO SUCCEED IN THESE TURBULENT TIMES

Phillip Youakim, **VP of Customer Success, Saltmine**

Saltmine

12:55 | UNLOCKING THE FUTURE OF SMART LOCKERS

Adrian Brossard, **Co-Founder, Yellowbox**

yellowbox

13:00 | HOW WORKPLACE FOOD TECH IS ELEVATING EMPLOYEE ENGAGEMENT

David Weideman, **VP of Sales, Ezcater**

ezcater

13:05 | NETWORKING LUNCH BY CATERING SPONSORS GUCKENHEIMER



STRATEGY AT SCALE — PORTFOLIO, METRICS & BOLD BETS

14:00 | REIMAGINING THE WORKPLACE AT META: BALANCING AI, HYBRID, AND CHANGE

Dave Gunter, **Vice President of Global Workplace Services, Meta** / Philip Ross, **Best-selling author, futurist, and CEO, UnGroup and Cordless Group**

This fireside chat explores how Meta is reimagining its workplace strategy for an AI-driven era. From integrating digital services with physical environments to making bold real estate decisions amid uncertainty, the discussion will highlight how intelligent design, and technology can empower employee experience, collaboration, and long-term portfolio resilience.



14:20 | +2 OFFICE: KEY METRICS AND MEASUREMENT TECHNIQUES FOR FLOURISHING IN THE WORKPLACE

David Dewane, **Chief Experience Officer, Physical Space, geniant and Adjunct Professor, Illinois Institute of Technology**



This talk takes a deep dive into metrics developed at geniant that create a basis for an data-driven approach to creating high-performance working environments. Additionally, we outline a tracking system and report on results of beta testing.

14:40 | ELEVATING CRE: INNOVATION, OCCUPIER PRIORITIES, AND INDUSTRY TRANSFORMATION

Katy Redmond, **Senior Managing Director JLL**



Join this fireside chat exploring what drives today's portfolio occupiers, from workplace flexibility to sustainability demands. Discover practical applications of emerging technologies transforming commercial real estate operations, and learn strategies for elevating industry conversations to position CRE as a strategic business driver rather than just overhead.

15:05 | COFFEE BREAK & NETWORKING**DESIGNING FOR PEOPLE – FROM AI COLLABORATION TO INCLUSIVITY & VIBRANCY****15:35 | AI-DRIVEN WORKPLACE DESIGN: HOW AI IS SHAPING THE TEAM DYNAMICS AND THE FUTURE OF COLLABORATION**

Stephanie Timm, **Senior Manager, Workplace Research, LinkedIn / Aurelio David, Sr Manager, Workplace Research and Experimentation, LinkedIn**



LinkedIn's Workplace Team is exploring how AI is transforming team dynamics and its impacting on workplace design, leveraging research to uncover trends and formulate hypotheses, and test them through experimentation. Drawing from in-depth interviews with LinkedIn's Engineering and Product leaders and external technology developers, the session will highlight key learnings and trends, and delve into the conceptual development and practical testing of AI-powered spatial concepts, such as "team pods" and the "Redwood room".

16:00 | DESIGNING NEUROINCLUSIVE WORKPLACES

Dr Gail Brager, **Professor & CBE Director, Center for the Built Environment (CBE), University of California, Berkeley / Sarah Oppenhuizen, Principal, Director of Interiors, HOK / Katelyn Hoffman, Senior Project Interior Designer, HOK**



We are living in a time of increased numbers and awareness about individuals with neuro-sensitivities and special needs, such as ADHD, autism and dyslexia. In fact, 1 in 5 people are considered neurodivergent. And when we design for the extreme, we benefit the mean, for everyone is impacted for sensory stimuli in the built environment, even neurotypicals. Spaces today needs to reflect the diverse makeup of organizations. Not only is designing to be inclusive the right thing to do, but there is also a compelling business case for it as well. Join us as we share the findings to date, some case studies of clients that have designed for inclusion, and to understand how we can design a more neuroinclusive community.

16:25 | DESIGNING FOR VIBRANCY: REIMAGINING THE WORKPLACE EXPERIENCE

Kasia Kolpa-Zarowska, **Director, Real Estate Strategy, Americas Consulting, CBRE** / Nick Holzworth, **Managing Director, Portfolio Technology, CBRE** / Brett Fisher, **Senior Director, Product Management, ServiceNow** / Kim Hoppner, **Senior Manager, AMER Planning Lead, Global Real Estate & Facilities, Amazon**

Why do organizations need to focus on workplace experience and vibrancy today? In today's flexible work era, organizations must rethink how physical spaces foster connection, creativity, and culture. Workplace vibrancy – once a by-product of density – is now a strategic imperative. This session explores how CBRE is leveraging technology, experience and its proprietary research to create dynamic, purpose-driven environments that elevate employee experience. From AI-powered assistants to adaptive space planning, discover how data and technology are transforming the workplace into a destination of choice.



16:40 | HOW AI AND SPACE INTELLIGENCE ARE SHAPING THE FUTURE WORKPLACE

Andres Avalos, **Chief Product Officer, OfficeSpace Software** / Jeff Gagnon, **Head of Customer Enablement & Success, Trebellar** / Laura Delafuente, **Global Director of Workplace Experience, Uber**

As hybrid and distributed models continue to redefine the workplace, organizations must break down silos and align Real Estate, Workplace, Finance, and HR teams around shared, trusted data. This session will explore how AI-driven platforms and real-time space intelligence can drive faster decision-making, enable immersive and adaptive workplace design, and create environments that foster productivity, belonging, and continuous improvement—regardless of technical expertise.



17:15 | CHAIRPERSONS CLOSING REMARKS

Nick LiVigne, **Managing Director, Consulting, JLL**
Mette Shenker, **Senior Principal, Design Director, SmithGroup**



17:25 | CONFERENCE CLOSES

WORKPLACE TOURS



META, MENLO PARK

As part of WORKTECH San Francisco, delegates will have the exclusive opportunity to tour Meta's MPK21 and MPK22 campuses in Menlo Park.

Designed by Frank Gehry, these innovative workplaces showcase expansive open floorplates, abundant natural light, and seamless integration with nature through rooftop parks and outdoor terraces.

The buildings are LEED-certified, prioritising sustainability, energy efficiency, and employee wellbeing. For workplace professionals, the campuses demonstrate cutting-edge design strategies that foster collaboration, creativity, and community at scale — offering invaluable insights into the future of workplace environments.



INUIT BAYSHORE BUILDING, MOUNTAIN VIEW

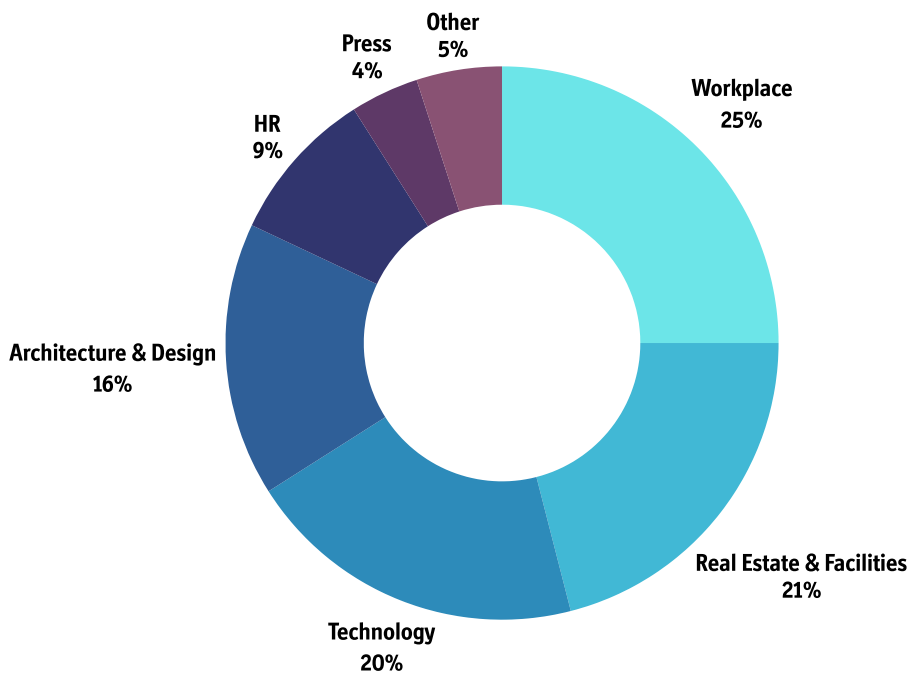
Experience the newest addition to Intuit's Mountain View headquarters—the Bayshore Building.

This LEED Platinum-certified, 178,600 sq ft workplace is designed to foster connectedness, creativity, and innovation, supporting a hybrid environment for 1,200 employees. Explore team neighbourhoods centred around a stunning three-storey atrium, multiple outdoor terraces, and a flexible café space for All-Hands meetings.

The tour, in collaboration with ArtLifting, showcases an expansive installation of artwork created by talented artists with disabilities, demonstrating how inclusive art can inspire workplace culture by supporting branding, placemaking, and employee engagement.

WHO ATTENDS

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



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

WORKTECH Delegate



Informative, insightful, well planned, great speakers, something new every time!

WORKTECH Delegate



LEARN MORE

www.worktechevents.com/events/worktech25-san-francisco/

KEY INFORMATION

Date & Venue

When: Thursday, October 9th

Where: Meta, Menlo Park

How to book:

Visit: www.worktechevents.com/events/worktech25-san-francisco/

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, brand exposure for your organisation, and more!

If you would like to attend as a group or team, please get in touch and we can arrange a discounted ticket rate. Offer applies to groups of 3 or more.

Become a WORKTECH Ambassador

We're looking for people who love the future of work and the workplace, have strong communication skills and are well networked on social media. If you would like to act as a WORKTECH Ambassador, we can offer free entry to an event of your choice and a bespoke ticket discount for you to promote to your contacts.

For more information on the above initiatives, please contact:

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