

FINANCIAL WORKPLACE

NEW YORK

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EXPLORE THE FUTURE FINANCIAL WORKPLACE

MASTERCARD NYC TECH HUB

WEDNESDAY APRIL 15TH

09:00 - 18:00

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A warm welcome to Financial Workplace New York

Financial Workplace is the forum for all workplace professionals involved in the future of work and the workplace for the financial sector.

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 2026.

Secure your spot now and be part of the conversation defining the future workplace!

Warmest regards,
Samantha

CONTENTS



SPEAKERS



SESSIONS



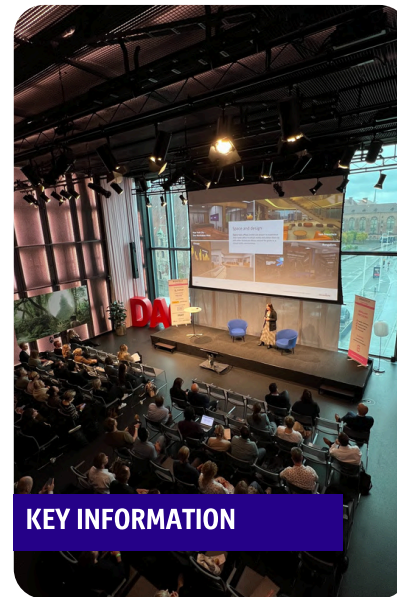
CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS



Financial Workplace New York 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 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

AshLea Allberry Maptician
Dr. Chesley Black SPS
Jian Bland Mastercard
Andrew Burdick Macquarie
Tim Cook
Evan Eisenberg Saltmine
Melissa Fisher NYU IPK and Parsons School of Design at the New School
Cameron Gagne Embrava
Olga Garcia-Kaplan XBP Americas
Jonathan Griffiths Morgan Stanley
Suzanne Heidelberger Real Edge Advisors
Michael Krall, Barclays
Tomás G. Mac Eoin Hereworks
Christine Maguire Aramark
Anthony Marroney Macro
Kasia Maynard WORKTECH Academy
Jonathan Mills Osborne Clarke LLP
Robert Morelli HSBC
Saskia Ordelman Vecos
Ryan Patel Drucker School of Management & CNN
Thomas Philippart de Foy Appspace
Alaa Rabaa Macquarie
Philip Ross UnWork
Thomas Soetens Immersive Design Studios
James Shea JPMorgan Chase
Richard Smith Office Freedom
Mauricio Toledo Warner Music Group
Giles Wrench



Jian Bland, Mastercard



James Shea, JPMorgan Chase



Andrew Burdick, Macquarie



Ryan Patel, CNN



Michael Krall, Barclays



Robert Morelli, HSBC



**Melissa Fisher, NYU &
Parsons School of Design**



Kelcia Azevedo, Macquarie



**Thomas Soetens, Immersive
Design Studios**

SESSION HIGHLIGHTS

The future of work and the workplace is on everyone's agenda. This event brings thought leaders together to share cutting edge ideas on the future, from both a people, place, and technology perspective. It will allow an understanding of the key drivers of change and enablers of innovation that will shape how, where and when work takes place.

Key themes we will be discussing at this event include:

The Strategic Financial Workplace: Performance and Purpose

Financial institutions are rethinking their workplaces to align with broader business goals, operational efficiency, and organizational resilience. This theme explores how workplaces can drive measurable performance, support hybrid operations, and reflect a clear corporate purpose – without losing focus on functionality, adaptability, and employee experience.

Workplace Intelligence 2.0: From Metrics to Meaning

Data is abundant – but insight is scarce. This theme examines how financial institutions are evolving from static reporting to predictive intelligence. How are AI, IoT, and advanced analytics shaping smarter workplace decisions – from operational efficiency to portfolio strategy? Discover how firms are navigating the challenge of turning workplace data into actionable foresight to guide investments, optimize space, and enhance performance.

Human-Centered & Adaptive Workplaces: Intelligent Spaces for Well-being, Connection, and Performance

How can financial institutions create adaptive environments that put people at the center? This theme explores how organizations are integrating AI, data, and technology with flexible and strategically designed workspaces to foster collaboration, knowledge sharing, and innovation. Learn how next-generation workplaces enhance employee well-being, mental health, and human flourishing, support team performance, and cultivate culture and community – all while balancing operational efficiency, cost, and long-term resilience.

Tech-Integrated Workplaces: Fostering Frictionless Digital and Physical Ecosystems

Digital platforms, automation, and integrated workplace technologies are transforming how work gets done. This theme explores how financial institutions are creating unified physical-digital experiences that streamline workflows, enhance productivity, and empower distributed teams. Learn how technology can elevate human performance, foster seamless collaboration, and drive operational agility, serving as a strategic enabler for modern workplaces.

Culture-Driven Workplaces: Aligning Space, People, and Purpose

Workplace success hinges on the intersection of culture, community, and environment. This theme examines how financial institutions are designing spaces that reflect organizational values, strengthen belonging, and foster engagement. Explore strategies for embedding culture into hybrid and physical workplaces, using design, technology, and programming to drive employee experience, collaboration, and organizational alignment.

KEY THEMES

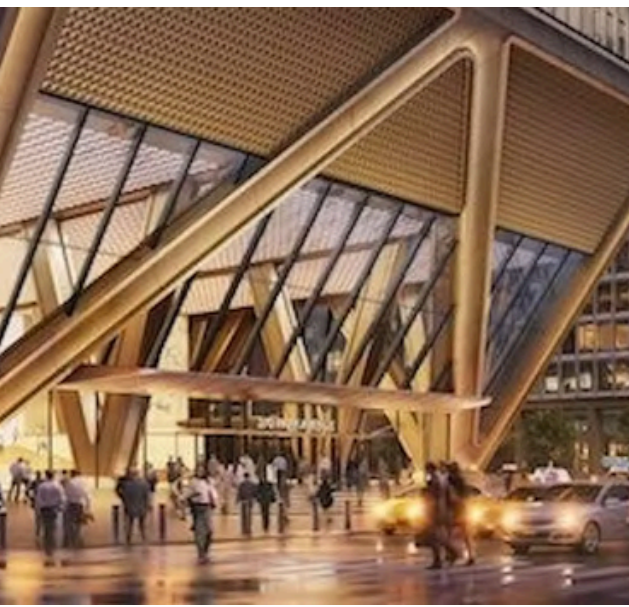
THE STRATEGIC FINANCIAL WORKPLACE

WORKPLACE INTELLIGENCE 2.0

HUMAN-CENTERED & ADAPTIVE WORKPLACES

TECH-INTEGRATED WORKPLACES

CULTURE-DRIVEN WORKPLACES



270 Park and JPMorgan Chase's Future of Work Vision

James Shea Managing Director, Global Real Estate, JPMorgan Chase and Philip Ross Best-selling author, keynote speaker, futurist, and advisor on the New World of Work, Founder and CEO, UnGroup and Cordless Group

Join Jim Shea and Philip Ross in conversation as Jim shares the story and vision behind 270 Park Avenue. This session explores the journey from early real estate decisions through design and execution, highlighting the building's innovative design, cutting-edge technology, and collaborative partnerships that brought the firm's global headquarters to life, and reflecting on what this landmark project reveals about the future of financial workplaces.

Mastercard's Workplace Experience Vision and Evolution

Jian Bland, Vice President, Workplace Experience, Mastercard and Ryan Patel, Global Business Executive, Board Director at Drucker School of Management, CNN Contributor and Nicole Turner Senior Vice President, Workplace Experience, Mastercard

In this opening conversation, leaders from Mastercard will share the vision behind the creation of its global technology hubs—why these environments were developed, how they have evolved, and the role they play as innovation-driven work environments across the enterprise. Drawing on best practices and lessons from the tech hubs, the discussion will explore how local experimentation and site-level insights have informed a more holistic, enterprise-wide approach to workplace experience. The conversation will highlight how this evolution is shaping new ways of working, strengthening culture, and enabling scalable workplace strategies across the organization.



Lessons Learned: 18 Months (and 17 Years) of Insights and Impact

Andrew Burdick Global Design Director, Workplace Strategy and Design, Macquarie

In 2009 and 2011, Macquarie Group opened its now iconic workplaces at One Shelley Street in Sydney and 28 Ropemaker in London. In 2024, Macquarie Group opened its newest major workplaces in Sydney, New York, Houston, and Brisbane. Join Andrew as he shares initial insights, measurable impacts, and lessons learned from these four most recent projects' first 18 months of operation. He will also trace the evolution of Macquarie's "connective architecture" over the last 17 years, highlighting how design and design thinking play a strategic role in supporting Macquarie's entrepreneurial culture and meeting its commercial goals.



MASTERCARD'S NYC TECH HUB

08:30 | CONFERENCE OPENS

09:00 | CHAIRPERSON'S OPENING REMARKS

Jian Bland, Vice President, Workplace Experience, Mastercard
Kasia Maynard, Head of Research & Editorial, WORKTECH Academy



09:10 | STATE OF THE MARKET: TRENDS & INSIGHTS

Kick off the day by examining the forces driving change in financial workplaces today. This dynamic discussion will set the scene, surface key challenges, and explore emerging trends and strategic insights, offering a shared perspective on the future of work and the opportunities that lie ahead.

THEME: THE STRATEGIC FINANCIAL WORKPLACE: ALIGNING PERFORMANCE AND PURPOSE

09:15 | MASTERCARD'S WORKPLACE EXPERIENCE VISION AND EVOLUTION

Jian Bland, Vice President, Workplace Experience, Mastercard
Ryan Patel, Futurist, Global Business Executive, Board Director, Drucker School of Management, CNN Contributor



In this opening conversation, leaders from Mastercard will share the vision behind the creation of its global technology hubs—why these environments were developed, how they have evolved, and the role they play as innovation-driven work environments across the enterprise. Drawing on best practices and lessons from the tech hubs, the discussion will explore how local experimentation and site-level insights have informed a more holistic, enterprise-wide approach to workplace experience. The conversation will highlight how this evolution is shaping new ways of working, strengthening culture, and enabling scalable workplace strategies across the organization.

09:45 | BRIDGING PHYSICAL AND DIGITAL SPACES

Thomas Soetens, CEO and Co-Founder, Immersive Design Studios



Bridging Physical and Digital Spaces explores how Immersive Design Studios is uniting live and virtual participation into one shared experience. Thomas Soetens will showcase recent projects and introduce CANVAS—a real-time software platform that removes technical barriers between in-room and remote audiences, connecting spaces around the world as one—so organizations can design scalable, interactive experiences with a new dimension of presence.

10:05 | NETWORKING & COFFEE BREAK

10:45 | 270 PARK AND JPMORGAN CHASE'S FUTURE OF WORK VISION

James Shea, Managing Director, Global Real Estate, JPMorgan Chase
Philip Ross, Futurologist, Founder and CEO, UnWork



Join Jim Shea and Philip Ross in conversation as Jim shares the story and vision behind 270 Park Avenue. This session explores the journey from early real estate decisions through design and execution, highlighting the building's innovative design, cutting-edge technology, and collaborative partnerships that brought the firm's global headquarters to life, and reflecting on what this landmark project reveals about the future of financial workplaces.

THEME: WORKPLACE INTELLIGENCE 2.0: METRICS, MEANING & HUMAN IMPACT

MASTERCARD'S NYC TECH HUB

11:10 | THE HUMAN SIGNAL: SCALING STRATEGIC WORKPLACE INTELLIGENCE

Melissa Fisher, Author, Future of Work Expert and Strategist, Professor NYU IPK and Parsons School of Design at the New School, Senior Advisor, CFAR Consulting and Coaching Services



To set the scene, cultural anthropologist Melissa Fisher will introduce a concept from the social studies of finance to help leaders connect fragmented data to strategic impact: sociotechnical assemblages. By introducing this framework, she suggests viewing the workplace as a single system where material buildings, digital technologies like AI, and employees—with their unique habits and cultures—are inextricably linked. Leaders can apply this lens to recognize that diverse data streams only make sense when interpreted through the actual practices of their people. This shift moves beyond "thin data" to analyze the workplace as a social ecosystem, helping to bridge the "saying/doing gap" and turn efficiency into strategic value. To see how these assemblages work in practice, Fisher will moderate the panel, asking panelists to discuss how they are navigating these diverse data streams.

11:20 | EXPERT PANEL: SCALING WORKPLACE INTELLIGENCE - FROM FRAGMENTED DATA TO STRATEGIC IMPACT

Moderator: Melissa Fisher, Author, Future of Work Expert and Strategist, Professor NYU IPK and Parsons School of Design at the New School, Senior Advisor, CFAR Consulting and Coaching Services
 Jian Bland, Vice President, Workplace Experience, Mastercard
 Michael Krall, Director, Smart Buildings Lead, Barclays
 Robert Morelli, SVP, Head of Corporate Services - USA, HSBC

Financial workplace leaders have more data than ever, but the true value emerges when it is integrated and scaled across diverse global portfolios. This session explores how leaders are connecting data from new and existing buildings, smart technologies, employee behaviour, and diverse data sources to create sophisticated, holistic views of workplace performance. Panelists will share how they're addressing vendor and compliance challenges, experimenting with in-house solutions, and investing in expertise to turn fragmented data into actionable insights. Industry practitioners will discuss innovations and lessons learned in navigating this complex terrain, demonstrating value to senior leadership and creating frameworks that make data genuinely useful.



11:50 | 2026 GLOBAL WORKPLACE ADAPTIVITY INDEX, PRE-LAUNCH INSIGHTS

Saskia Ordelman, CCO, Vecos



A pre-launch highlight of the 2026 Global Workplace Adaptivity Index, an upcoming Vecos report developed in partnership with WORKTECH Academy, on how people really use the workplace. Using billions of online locker data points and expert insight, this session shows how Financial Services organisations can design people-centred workplaces that lift human performance while improving space and facilities efficiency.

12:10 | THE CONNECTED WORKPLACE: MEASURING ROI ON EXPERIENCE AND SPACE

Dr. Chesley Black, Senior Vice President of Global Workplace Experience Strategy & Innovation, SPS
 Kasia Maynard, Head of Research & Editorial, WORKTECH Academy



Organizations are investing heavily in workplace design, technology, and employee experience—but how do you measure the return on these investments? Based on a new 2026 State of the Workplace Survey and fresh insights from leaders across industries, this session explores what ROI means in the context of spaces and experiences, offering insights for decision-makers on evaluating workplace success, linking investment to performance, and making data-informed choices about the environments that truly enable people to do their best work.

MASTERCARD'S NYC TECH HUB

12:35 | INTERACTIVE AUDIENCE DISCUSSION



12:40 | HOW CRE LOST ITS SEAT AT THE TABLE AND HOW AI GETS IT BACK

Evan Eisenberg, SVP Sales and CS, Saltmine

Saltmine

12:50 | WHAT'S REALLY P**SING THEM OFF? A STORY ABOUT WHAT MATTERS TO HUMANS AND WHAT TO DO ABOUT IT

Tomás Mac Eoin, CEO, Hereworks, Innovator & Thought Leader

hereworks

12:55 | FROM TRANSACTIONAL TO TRANSFORMATIONAL: ELEVATING WORKPLACE PARTNERSHIPS WITH ARAMARK

Christine Maguire, Vice President, Workplace Experience Group, Aramark

aramark 

13:00 | NETWORKING & LUNCH BREAK

THEME: DESIGNING CONNECTED WORKPLACES: NEXT-GENERATION INNOVATIONS

14:05 | LESSONS LEARNED: 18 MONTHS (AND 17 YEARS) OF INSIGHTS AND IMPACT

Andrew Burdick, Global Design Director,
Workplace Strategy and Design,
Macquarie



In 2009 and 2011, Macquarie Group opened its now iconic workplaces at One Shelley Street in Sydney and 28 Ropemaker in London. In 2024, Macquarie Group opened its newest major workplaces in Sydney, New York, Houston, and Brisbane. Join Andrew as he shares initial insights, measurable impacts, and lessons learned from these four most recent projects' first 18 months of operation. He will also trace the evolution of Macquarie's "connective architecture" over the last 17 years, highlighting how design and design thinking play a strategic role in supporting Macquarie's entrepreneurial culture and meeting its commercial goals.

14:30 | EXPERT PANEL: EXPLORING THE NEXT FRONTIER OF AI IN WORKPLACE DESIGN AND EXPERIENCE

Moderator: Giles Wrench, CRE Industry
Thought Leader
Alaa Rabaa, Global Head of Projects,
Corporate Real Estate, Macquarie Group
Jonathan Griffiths, Global Head of
Workplace, Morgan Stanley
Tim Cook



Morgan Stanley

Financial workplace leaders are experimenting with AI to rethink how workspaces are designed and experienced. This panel explores both design and user perspectives — from designing and shaping workspaces to enhancing collaboration, connection, and innovation across digital and physical environments. Panellists will share exploratory approaches, emerging applications, and forward-looking innovation, highlighting new capabilities and opportunities to transform workplace delivery and elevate the employee experience. This session offers fresh perspectives and ideas to spark discussion around the next frontier of AI in the workplace.

MASTERCARD'S NYC TECH HUB

15:00 | EXPERT PANEL: THE FUTURE FINANCIAL WORKPLACE - EXPERIENCE-DRIVEN AND TECHNOLOGY-ENABLED

Moderator: Jonathan Mills, Partner, Real Estate and Smart Cities Lead, Osborne Clarke LLP
 AshLea Allberry, Chief Operating Officer, Maptician
 Cameron Gagne, Director of Marketing and Communication, Embrava
 Olga Garcia-Kaplan, Vice President Workplace Experience & Strategic Innovation, XBP Americas

As hybrid policies mature and competition for talent intensifies, leading financial institutions are rethinking how workplaces deliver value beyond efficiency and cost control. This panel explores how organizations are leveraging technology and data to curate the employee experience, bridging gaps between strategic mandates and real-world use. Panellists will discuss how AI, digital signage, and workplace management tools and analytics support decision-making, optimize space, measure ROI, and guide cultural and policy shifts shaping the future of financial workplaces.



15:30 | HOW TO SOURCE THE RIGHT FLEX SPACE / SERVICED OFFICE AT THE RIGHT PRICE, IN THE US AND WORLDWIDE – 130 COUNTRIES!

Richard Smith, Founder & CEO, Office Freedom



15:35 | NETWORKING & COFFEE BREAK

16:10 | THE FRICTION ECONOMY: HOW FACILITIES MANAGEMENT IS NEW YORK'S WORKPLACE PERFORMANCE ENGINE

Anthony Marroney, Regional Director of Operations, Americas, Macro
 Suzanne Heidelberger, Managing Partner, Real Edge Advisors
 Mauricio Toledo, Global Head of Workplace Experience, Warner Music Group
 Kasia Maynard, Head of Research & Editorial, WORKTECH Academy

As organizations push for greater in-office attendance, many are overlooking the real barrier to performance: workplace friction—the gap between organizational intent and operational reality. This session explores how managing friction across space, services and technology can unlock productivity, strengthen culture and position facilities management as critical infrastructure for organizational performance.



16:30 | THE AI-POWERED WORKPLACE: HOW SMART ASSISTANTS TRANSFORM EMPLOYEE EXPERIENCE

Thomas Philippart de Foy, Chief Design Officer, Appspace



Three years ago, Appspace demonstrated how to eliminate friction in the digital workplace. Today, we're introducing something even more powerful: intelligent assistants designed with the right prompts, tools, and guardrails. They don't act autonomously, they anticipate needs, curate information, and provide precise support. Step into a day in the life of "Rachel", where purpose-built assistants seamlessly orchestrate her meetings, amplify her campaigns, and keep her team connected at every touchpoint.

16:50 | KNOWLEDGE EXCHANGE – INSIGHTS, REFLECTIONS, AND FORWARD THINKING

As the day concludes, join us to reflect on key themes, insights, and takeaways from the conference. This interactive session will distil key learnings, spark discussion, and explore how the ideas presented can drive future action. Share your thoughts, gain fresh perspectives, and leave inspired to turn insights into impact.

17:00 | CHAIRPERSON'S CLOSING REMARKS

Jian Bland, Vice President, Workplace Experience, Mastercard
 Kasia Maynard, Head of Research & Editorial, WORKTECH Academy



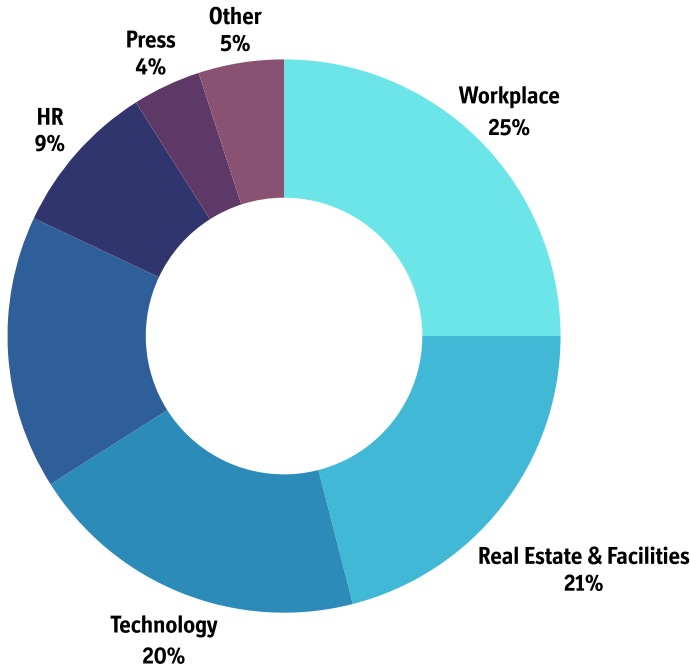
17:10 | MASTERCARD WORKPLACE TOURS & NETWORKING DRINKS



18:00 | 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



BOOK NOW

www.worktechevents.com/events/financial-workplace26-new-york

KEY INFORMATION

When: Wednesday April 15th

Where: Mastercard NYC Tech Hub, 150 5th Ave, NYC

How to book:

Visit: www.worktechevents.com/events/financial-workplace26-new-york

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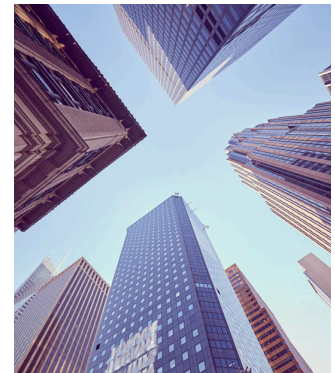
If you are part of a group that would like to attend and are looking for a joint group rate please get in touch to arrange a bespoke ticket price.

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.

For more information on the above initiatives, please contact:

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