

WORKTECH™ Zurich

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

MICROSOFT ZURICH - THE CIRCLE

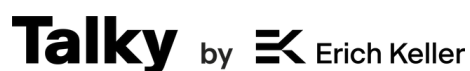
WEDNESDAY 30TH SEPTEMBER

09:00 - 16:45

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Samantha Cullum

Senior Conference Producer,
WORKTECH Events

A warm welcome to WORKTECH26 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.

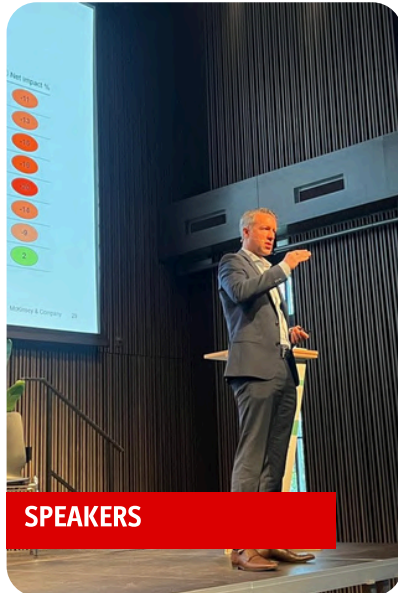
Our agenda will explore transformative shifts in work culture, technology integration, and employee expectations. Join us to gain perspectives from industry leaders and thought pioneers, on the evolving world of work in 2026.

We hope you will be able to join us and look forward to welcoming you to the event at Microsoft Zurich - The Circle on 30th September.

Warmest regards,

Samantha

CONTENTS



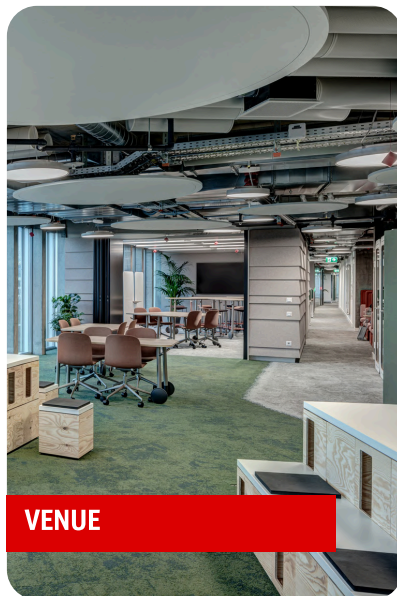
SPEAKERS



SESSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS



WORKTECH26 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

Full list of speakers

Georgia Barnasa **Microsoft**
Peter Baumann **SAP**
Sinem Beaujean **Sedus**
Susannah Burock **Susannah Burock Consulting**
Fanny Fayal **Lombard Odier**
Malou von Gleichenstein **SOA Soundarchitecture**
Ulrike Gruber-Gremlich **Microsoft**
Stephan Hürlemann
Nina Indina **ETH**
Mark Jenkins **SIX Group**
Key Kawamura **Studio Banana**
Orsolya Kovacs-Ondrejko **Boston Consulting Group**
Jan Medřický **Microsoft**
Roger Meier **ROOMZ**
Veronique Neiss **BIS**
Bence Orban **Microsoft**
Elvis Pidic **Bühler Group**
Nicholas Rogemond **Lombard Odier**
Sylvain Rottier **MindMarqs**
Gabriel Schaepman **Swiss Re**
Philip Tidd **Gensler**
Alex Wilkins **Roche**



Ulrike Gruber-Gremlich, Microsoft



Alex Wilkins, Roche



Nina Indina, ETH



Gabriel Schaepman, Swiss Re



Stephan Hürlemann



Peter Baumann, SAP



Orsolya Kovacs-Ondrejko, BCG



Elvis Pidic, Bühler Group



Jan Medřický, Microsoft



Nicolas Rogemond, Lombard Odier



AI in the Flow of Human Ambition

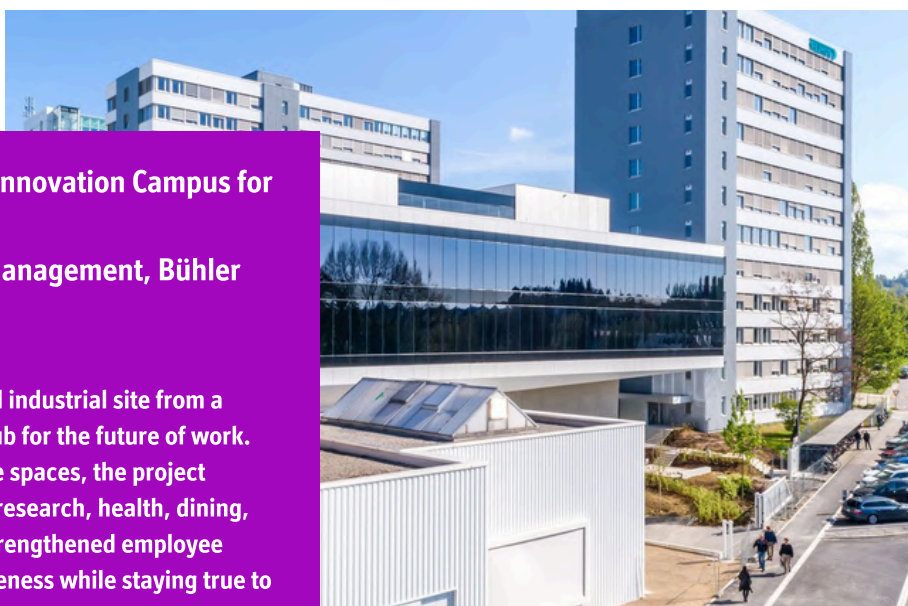
Jan Medřický, AI Business Solutions Sales Lead, Microsoft

The 2026 Work Trend Index shows work being redesigned around AI agents – and Switzerland is already ahead, with Swiss professionals leading the world in AI-driven productivity. This session translates the findings into what they mean on the ground: the rise of the Frontier Firm, where human-agent teams and intelligence-on-demand reshape how work gets done. We'll look at the implications for companies (redesigning workflows, closing the capacity gap) and for employees (becoming "agent bosses" and doubling down on essential human skills) – and how Microsoft's Frontier Firm story turns these trends into a practical roadmap for Swiss competitiveness.

Transforming a 160-year-old Industrial Site into an Innovation Campus for the Future of Work

Elvis Pidic, Head Group Architecture & Real Estate Management, Bühler Group

This session explores how Bühler transformed its 160-year-old industrial site from a traditional manufacturing campus into a vibrant innovation hub for the future of work. Starting with a deep understanding of how people actually use spaces, the project reimagined the site as a small city, enriching it with learning, research, health, dining, innovation, and social destinations. The transformation has strengthened employee experience, collaboration, innovation, and employer attractiveness while staying true to the values and culture of a global family-owned company.



Driving AI Adoption at Scale - How Swiss Re Is Turning Experimentation into Enterprise Value

Gabriel Schaepman, Vice President, Talent & Culture, Swiss Re and Bence Orban, Senior Solutions Specialist – AI Workforce, Microsoft

AI investment is accelerating, but the real challenge is embedding it into the everyday habits, decisions and workflows that drive lasting business value. In this fireside chat, Gabriel Schaepman shares how Swiss Re is fostering a culture of experimentation to accelerate AI adoption across the organisation. From empowering a multigenerational workforce and overcoming resistance to change, to developing innovative use cases that enhance communication, coaching and decision-making, discover how a people-first approach is helping transform AI from a technology initiative into a catalyst for enterprise-wide innovation, productivity and measurable impact.

08:30 | WORKTECH26 ZURICH CONFERENCE OPENS

09:00 | CHAIRPERSON'S OPENING REMARKS

Ulrike Gruber-Gremlich, **Senior Go-to-Market Leader, Microsoft**
 Susannah Burock, **Founder, Susannah Burock Consulting**



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

Kick off the day by examining the forces driving change in 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 INTELLIGENT WORKPLACE: REDEFINING WORK IN THE AGE OF AI

09:15 | AI IN THE FLOW OF HUMAN AMBITION

Jan Medřický, **AI Business Solutions Sales Lead, Microsoft**



The 2026 Work Trend Index shows work being redesigned around AI agents — and Switzerland is already ahead, with Swiss professionals leading the world in AI-driven productivity. This session translates the findings into what they mean on the ground: the rise of the Frontier Firm, where human-agent teams and intelligence-on-demand reshape how work gets done. We'll look at the implications for companies (redesigning workflows, closing the capacity gap) and for employees (becoming "agent bosses" and doubling down on essential human skills) — and how Microsoft's Frontier Firm story turns these trends into a practical roadmap for Swiss competitiveness.

09:40 | AGENTIC AI IN PRACTICE: PREPARING THE WORKFORCE FOR AN AI-DRIVEN FUTURE

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



While the potential of agentic AI is clear, turning strategy into reality requires organisations to rethink work, skills and operating models. This session combines new research on AI's impact on the workforce with practical examples and stories from leading companies. We will explore which activities are most likely to be automated, key success factors and mistakes to avoid when redesigning work around agents, and the role HR should play in enabling successful transformation.

10:00 | FROM TOOL ADOPTION TO WORK HABIT CHANGE: LESSONS FROM SCALING AI IN A REGULATED ENTERPRISE

Mark Jenkins, **Head Digital Workspace, Executive Director, SIX Group**



When SIX introduced Microsoft 365 Copilot to 4,500 employees, we expected technology deployment to be the primary adoption challenge. It wasn't. Despite extensive training, role-based learning, communications and communities, we learned that access alone does not create adoption. Employees embrace AI when they understand how it helps them in their own work. This session shares lessons from scaling AI in a highly regulated financial-services organisation, including how to build relevance, encourage new work habits, and sustain adoption through continuous learning, reinforcement and responsible AI enablement.

10:25 | NETWORKING & COFFEE BREAK

THEME - THE FUTURE WORKPLACE ECOSYSTEM: TECHNOLOGY, SPACE & HUMAN IMPACT

11:00 | EXPERT PANEL: SCALING WORKPLACE INTELLIGENCE — FROM FRAGMENTED SIGNALS TO STRATEGIC DECISIONS

Moderator: Philip Tidd, **Managing Director, Principal, Gensler**
 Alex Wilkins, **Global Lead, Real Estate Transactions, Roche**
 Peter Baumann, **Global Head of Strategy & Planning, SAP**
 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.



11:40 | TRANSFORMING A 160-YEAR-OLD INDUSTRIAL SITE INTO AN INNOVATION CAMPUS FOR THE FUTURE OF WORK

Elvis Pidic, **Head Group Architecture & Real Estate, Bühler Group**



This session explores how Bühler transformed its 160-year-old industrial site from a traditional manufacturing campus into a vibrant innovation hub for the future of work. Starting with a deep understanding of how people actually use spaces, the project reimagined the site as a small city, enriching it with learning, research, health, dining, innovation, and social destinations. The transformation has strengthened employee experience, collaboration, innovation, and employer attractiveness while staying true to the values and culture of a global family-owned company.

12:05 | FUTURE-READY OFFICE DESIGN: A PERSONAL JOURNEY

Stephan Hürlemann, **Architect and Designer**

Talky by Erich Keller

Offices meant to stay must be able to change. For years, Stephan Hürlemann designed spaces, furniture and products built to stay exactly as he had designed them — until a project whose brief changed daily showed him that what can change lives longer: flexible microarchitecture instead of fixed structures, adaptable systems instead of showpieces. The climate movement then made him question his work altogether, and he made his studio smaller, not bigger. Hürlemann takes the audience on that journey: why he stopped designing offices to last, what it takes for spaces to be reconfigured, repurposed or passed on rather than demolished — and why that also saves money and time.

12:25 | AUDIENCE INTERACTION



12:40 | BACK TO THE OFFICE, BACK TO THE RUSH HOUR

Roger Meier, **Founder and CEO, ROOMZ**



12:45 | DESIGNING MINDFUL WORKPLACES FOR BELONGING, PERFORMANCE AND CULTURAL DIVERSITY

Sinem Beaujean, **Global Engagement Strategist, Sedus**



12:50 | AFTERNOON WORKSHOP INTRODUCTION: THE VALUE EQUATION

13:00 | NETWORKING & LUNCH BREAK

STREAM ONE | AI DEEP-DIVE: INTELLIGENT WORKFLOWS & DIGITAL PRODUCTIVITY

14:00 | THE VALUE EQUATION: COLLECTIVE INTELLIGENCE WORKSHOP

Key Kawamura, **Co-Founder, Studio Banana**



For decades, workplace decisions have been driven by cost. Today, organisations are being asked to create outcomes beyond financial performance. As organisations navigate AI, accelerating sustainability commitments and evolving business and reporting expectations, financial performance remains fundamental. But organisations are increasingly expected to understand, measure and communicate broader organisational impact. In this interactive session, delegates will work collaboratively to challenge conventional thinking, exchange perspectives and explore the evolving definition of workplace success. Join us to rethink how organisations create, measure and communicate success as workplace leaders enter a new era where performance is increasingly being evaluated, and reported through a broader lens.

14:50 | DRIVING AI ADOPTION AT SCALE - HOW SWISS RE IS TURNING EXPERIMENTATION INTO ENTERPRISE VALUE

Gabriel Schaepman, **Vice President, Talent & Culture, Swiss Re**
Bence Orban, **Senior Solutions Specialist - AI Workforce, Microsoft**



AI investment is accelerating, but the real challenge is embedding it into the everyday habits, decisions and workflows that drive lasting business value. In this fireside chat, Gabriel Schaepman shares how Swiss Re is fostering a culture of experimentation to accelerate AI adoption across the organisation. From empowering a multigenerational workforce and overcoming resistance to change, to developing innovative use cases that enhance communication, coaching and decision-making, discover how a people-first approach is helping transform AI from a technology initiative into a catalyst for enterprise-wide innovation, productivity and measurable impact.

15:10 | THE DECISION DENSITY CRISIS: WHAT AGENTIC AI CREATES AS HUMAN CHALLENGE IN ORGANIZATIONS

Sylvain Rottier, **CEO & Co-Founder,**
MindMarqs



Agentic AI is not eliminating work — it is changing and further compressing it. As AI absorbs execution, what remains for humans is structurally different: overseeing more tasks, higher stakes, faster cadence. Meanwhile, the average knowledge worker's attention span has collapsed from 2.5 minutes to 47 seconds, and is still falling. Research shows that the more we trust AI, the less we engage our thinking. Tech psychologist Sylvain Rottier, who led one of the world's first large-scale robotics deployments, names the change-management challenge most organisations are starting to observe, and shows what cognitive readiness looks like and how to build it.

STREAM TWO | WORKPLACE DESIGN DEEP-DIVE: DESIGNING THE ADAPTIVE ENTERPRISE

14:00 | THE VALUE EQUATION: COLLECTIVE INTELLIGENCE WORKSHOP

Susannah Burock, **Founder,** **Susannah Burock Consulting**



For decades, workplace decisions have been driven by cost. Today, organisations are being asked to create outcomes beyond financial performance. As organisations navigate AI, accelerating sustainability commitments and evolving business and reporting expectations, financial performance remains fundamental. But organisations are increasingly expected to understand, measure and communicate broader organisational impact. In this interactive session, delegates will work collaboratively to challenge conventional thinking, exchange perspectives and explore the evolving definition of workplace success. Join us to rethink how organisations create, measure and communicate success as workplace leaders enter a new era where performance is increasingly being evaluated, and reported through a broader lens.

14:50 | 1ROOF: THE EARLY JOURNEY OF A SMART AND SUSTAINABLE BUILDING

Nicholas Rogemond, **Executive Vice President, Head Buildings & Facility Management,** **Lombard Odier**
Fanny Fayol, **Smart Building Manager,** **Lombard Odier**



In operation since July 2025, 1Roof, the headquarters of the Lombard Odier Bank located in Bellevue (GE), is a state-of-the art building in terms of sustainability and smart building technologies. This presentation will walk you through the early journey of this architectural landmark and will present our (early) learnings from operating such a building.

15:10 | FROM WORKMODE TO WORKMOOD – SOUNDARCHITECTURE FOR THE EMOTIONAL ADAPTIVE ENTERPRISE

Malou von Gleichenstein, **Co-Founder,** **SOA Soundarchitecture**



Sound is still an innovation in workplace design, yet it has a powerful impact on how people work, interact and feel.

The session explores how sound can move beyond noise control to become a strategic tool for wellbeing, performance and emotional adaptive workplace design, connecting practical design decisions with the principles of WELL Building. Drawing on a case study with a leading German auditing firm, SOA Soundarchitektur explores how sound can support different modes of work from focused and quiet work to communication and collaboration while shaping the mood and experience of each space.

15:30 | NETWORKING & COFFEE BREAK

THEME - BUILDING THE NEXT-GENERATION ORGANISATION

16:00 | ZOOMING OUT OF TECH

Nina Indina, **Program Director,**
Digital Twin, VP Infrastructure & Sustainability, **ETH Zurich**



What makes change actually stick? This session zooms out from technology to explore what happens around it: how we listen before solving, follow through when momentum fades, shift narratives, find leverage points and build capabilities that last. Drawing on what worked, what stalled and what surprised along the way, Nina offers a set of perspectives and provocations — not as answers, but as hypotheses to challenge, discuss and develop further.

16:20 | THE COLLECTIVE INTELLIGENCE DEBRIEF: HUMAN + AI

Key Kawamura, **Co-Founder, Studio Banana**
 Susannah Burock, **Senior Consultant, Susannah Burock Consulting**
 Georgia Barnasa, **Cloud Solution Architect - AI M365, Microsoft**

The day's conversations come together in this interactive closing session. Returning to the stage, the facilitators will reveal the key insights, ideas and recommendations generated during the breakout discussions, highlighting where delegates found consensus, challenged assumptions and redefined workplace value. Then, Microsoft's AI agent enters the conversation. Having listened to every presentation and panel discussion throughout the day, it will synthesise themes, connect ideas across sessions and challenge the room with fresh perspectives. Blending collective human intelligence with AI-powered insight, this closing session connects the dots across the day, revealing the insights, tensions and opportunities shaping the future of work.

STUDIO BANANA

SUSANNAH BUROCK CONSULTING

Microsoft

16:35 | CHAIRPERSON'S CLOSING REMARKS

Ulrike Gruber-Gremlich, **Senior Go-to-Market Leader, Microsoft**
 Susannah Burock, **Founder, Susannah Burock Consulting**

Microsoft
SUSANNAH BUROCK CONSULTING

16:45 | WORKTECH26 ZURICH CONFERENCE CLOSES

17:00 | NETWORKING DRINKS AT ERICH KELLER & NOVU CAMPUS

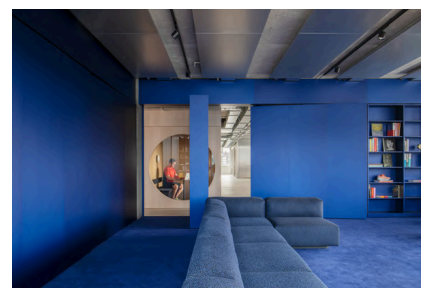
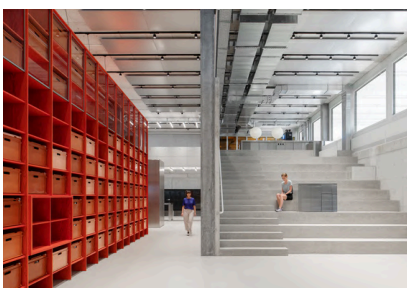


WORKPLACE TOUR

On Labs HQ Förrlibuckstrasse 190
Tuesday, 29th September at 3:00 pm – 4:00 pm

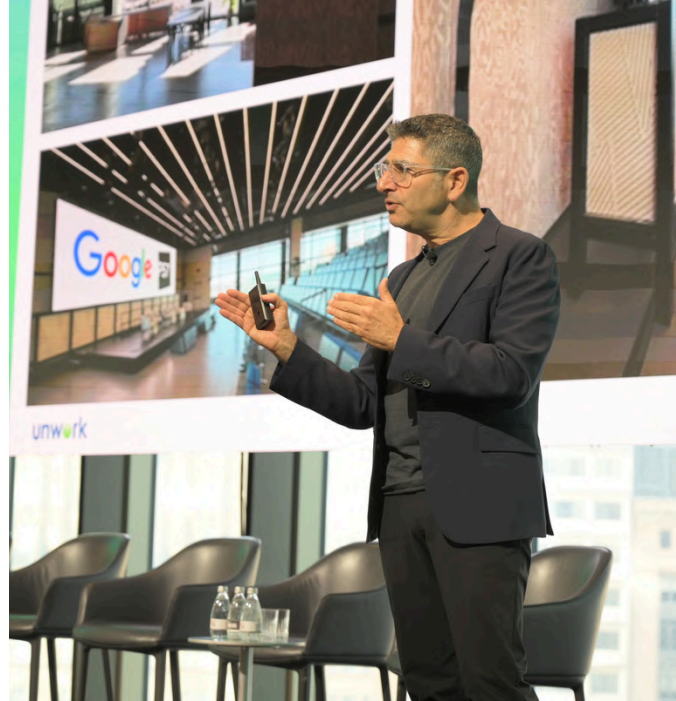
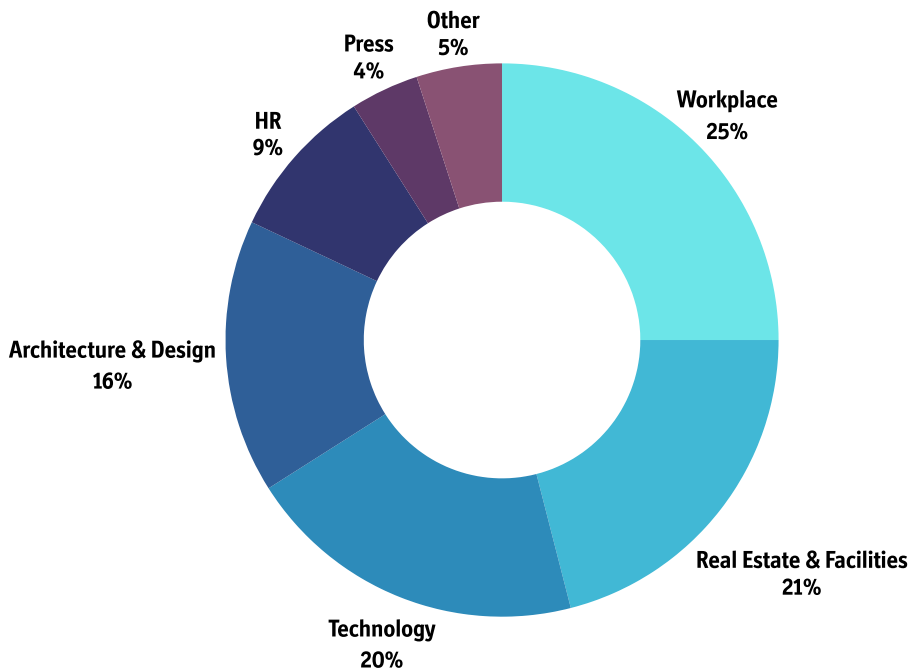
Step inside On Labs HQ, the global headquarters of Swiss sportswear brand On, for an exclusive look at the environment behind one of Switzerland's most innovative global companies.

During the guided tour, attendees will explore how On approaches workplace design and experience, while gaining insight into a brand that places innovation, performance and sustainability at the heart of its operations. On's approach to design has received international recognition, including two FRAME Awards for its Tokyo office and selection for the World Architecture awards.



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/worktech26-zurich/

KEY INFORMATION

Date & Venue

When: Wednesday 30th September

Where: Microsoft Zurich - The Circle

How to book:

Visit: www.worktechevents.com/events/worktech26-zurich/

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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:

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