

WORKTECH™ San Francisco

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

UBER, MISSION BAY, SAN FRANCISCO

FRIDAY, OCTOBER 16

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Isabel Dewhust-Marks

**Managing Director,
WORKTECH Events**

**A warm welcome to
WORKTECH26 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 2026.**

Warmest Regards

Isabel

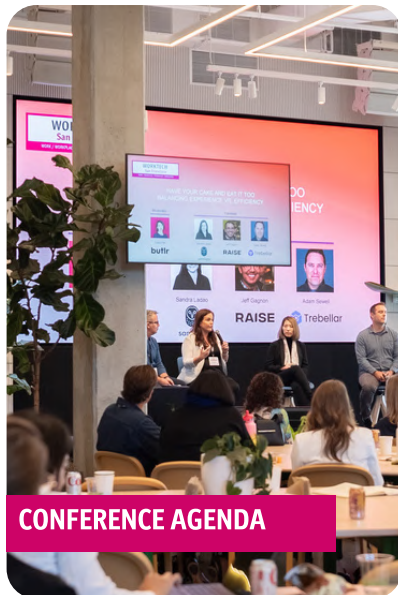
CONTENTS



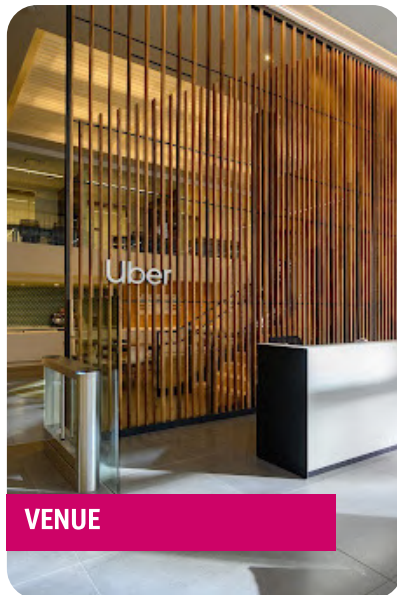
SPEAKERS



SESSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS



WORKTECH26 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

AshLea Allberry **Maptician**
Jeremy Bailenson **Stanford University**
Greg Baribault **HP**
Liam Bates **Kaiterra**
Natalia Bielczyk **Ontology of Value**
Nick Bloom **Stanford University**
Jeremy Browder **Coinbase**
Jennifer Busch **Mohawk Group**
Raymond Chan **NVIDIA**
Ashley Daniels **Google**
Aurelio David **LinkedIn**
Brandon DeWitt **Genentech**
Niharika Hablani **Stripe**
Michael Korcek **ArtLifting**
Nick LiVigne **JLL**
Luis Morejon **Uber**
Sarah Oppenhuizen **HOK**
Kamala Subbarayan **Google**
Tommaso Trionfi **Noro**
Abby Winter **Stripe**
Dr. Alisa Yu **Atlassian**

More speakers to be announced



Luis Morejon, Uber



Dr. Alisa Yu, Atlassian



Jeremy Bailenson, Stanford University



Aurelio David, LinkedIn



Kamala Subbarayan, Google



Jeremy Browder, Coinbase



Brandon DeWitt, Genentech



Niharika Hablani, Stripe



Magnet, Not Mandates: How Coinbase Designs for Intentional Presence at Scale

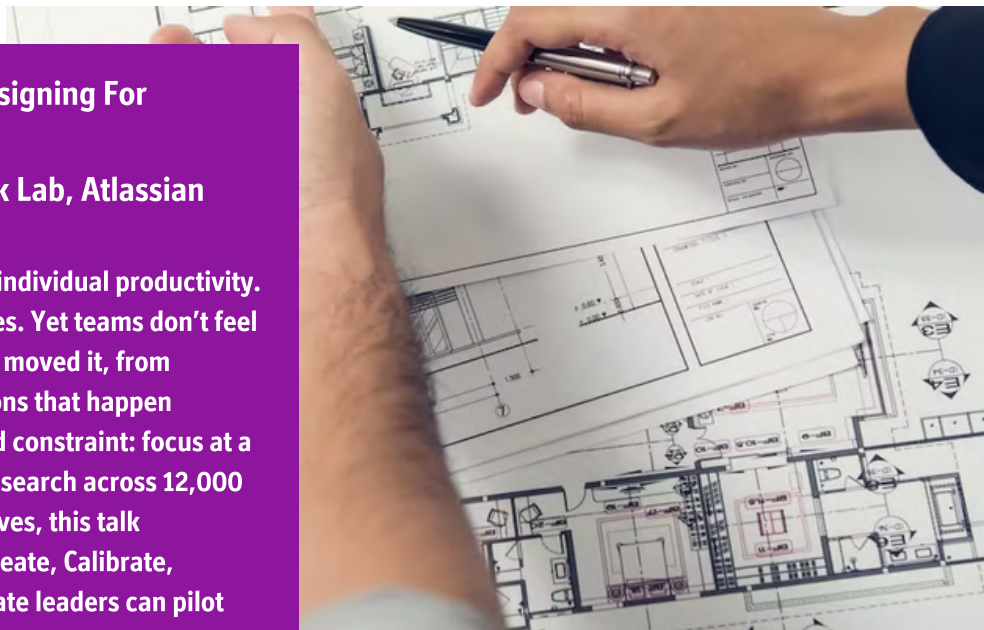
Jeremy Browder, Senior Director of Real Estate & Employee Experience, Coinbase

Jeremy Browder, Senior Director of Real Estate & Employee Experience at Coinbase, will share how this operating model translates into practice across real estate, workplace design, and employee experience. Within this model, presence is intentional rather than assumed, with physical space designed around specific moments of value rather than continuous occupancy. The discussion explores how in-person time is made more intentional and how hubs support culture, collaboration, and performance without defaulting to traditional office attendance, asking what the employee experience stack looks like when workplace functions as a connected ecosystem of intentional moments rather than a fixed destination.

The Blueprint For An AI-Enabled Office: Designing For Decisions, Not Desks

Dr. Alisa Yu, Research Manager, Teamwork Lab, Atlassian

For several years, companies have poured AI into individual productivity. Drafts write themselves; code reviews take minutes. Yet teams don't feel faster, because AI didn't remove the bottleneck, it moved it, from execution to the judgment, alignment, and decisions that happen between people. Most offices were built for the old constraint: focus at a desk, or meet in a room. Drawing on Atlassian's research across 12,000 knowledge workers and 172 Fortune 1000 executives, this talk introduces a blueprint for the AI-enabled office, Ideate, Calibrate, Regulate, and shows what workplace and real estate leaders can pilot now to make coordination nearly effortless.



The Brain Economy: Why Human Cognition Is Becoming the Ultimate Workplace Asset

Natalia Bielczyk, Founder & CEO, Ontology of Value

As AI becomes deeply embedded in the workplace, organizations face a new challenge: how to increase productivity without weakening human cognition? In this session, computational neuroscientist and Future of Work strategist Natalia Bielczyk introduces the concept of the Brain Economy and explores the hidden risks of cognitive debt—the gradual erosion of critical thinking, creativity, focus, and decision-making caused by overreliance on AI. Drawing on neuroscience, psychology, elite performance training, and organizational research, attendees will learn practical strategies for building AI-enabled workplaces that strengthen human intelligence, preserve innovation, and create sustainable high performance in the age of AI.

WORKTECH SAN FRANCISCO

CONFERENCE AGENDA

FRIDAY, OCTOBER 16TH

UBER, MISSION BAY

08:30 | CONFERENCE OPENS

09:00 | CHAIRPERSONS OPENING REMARKS

Nick LiVigne, **Managing Director, Consulting, JLL**



09:10 | WELCOME FROM UBER



THEME: THE AI-NATIVE WORKPLACE: HOW WORK IS CHANGING

09:20 | THE BLUEPRINT FOR AN AI-ENABLED OFFICE: DESIGNING FOR DECISIONS, NOT DESKS

Dr. Alisa Yu, **Research Manager, Teamwork Lab, Atlassian**



For several years, companies have poured AI into individual productivity. Drafts write themselves; code reviews take minutes. Yet teams don't feel faster, because AI didn't remove the bottleneck, it moved it, from execution to the judgment, alignment, and decisions that happen between people. Most offices were built for the old constraint: focus at a desk, or meet in a room. Drawing on Atlassian's research across 12,000 knowledge workers and 172 Fortune 1000 executives, this talk introduces a blueprint for the AI-enabled office, Ideate, Calibrate, Regulate, and shows what workplace and real estate leaders can pilot now to make coordination nearly effortless.

09:45 | THE AI-NATIVE WORKPLACE - NEW RESEARCH ON HOW WORK, TEAMS AND THE WORKPLACE ARE CHANGING

Gabor Nagy, **Head of Global Workplace Research, Meta**



As the proliferation of AI agents changes how people work and alters team dynamics and work processes, workplace strategy must respond with more accommodating workspaces. This session will explore emerging research into AI-native work, drawing from both industry-wide trends and internal research on AI-native teams. It will consider the implications for collaboration, workplace experience, space planning, and the future role of the office.

10:10 | FROM RESEARCH TO CONSTRUCTION: HOW LINKEDIN TESTED AND BUILT ITS WORKPLACE FOR THE AI ERA

Aurelio David, **Senior Manager, Workplace Research and Experimentation, LinkedIn**



As AI reshapes how teams collaborate, organizations must rethink how the workplace evolves to support new ways of working. This session follows LinkedIn's journey from research and hypothesis development to workplace experimentation, large-scale implementation, and post-occupancy evaluation. Using the newly opened 1030 Maude building in California as a live case study, Stephanie will share how workplace research informed the design of new environments for small and agile teams, how findings from an 11-week pilot influenced key design decisions, and how ongoing measurement are determining whether those ideas deliver value at scale or require adjustment for future workplaces.

10:35 | AUDIENCE INTERACTION

10:40 | COFFEE BREAK & NETWORKING

THEME: FROM SIGNALS TO DECISIONS: WORKPLACE INTELLIGENCE

11:10 | WE'VE BEEN BUILDING BUILDINGS BACKWARDS (AND HOW TECHNOLOGY FIXES THAT): WHAT 1 BILLION SQUARE FEET OF LIVE SENSOR DATA REVEALS ABOUT HOW THE WORLD'S BEST BUILDINGS ACTUALLY PERFORM

Liam Bates, **CEO and Co-founder,**
Kaiterra



For decades, the industry has measured what's easy to count, energy, occupancy, certifications, and ignored the four variables that determine whether the people inside a building can actually think, focus, sleep, or recover: air quality, thermal comfort, lighting, and acoustics. Drawing on continuous environmental data from over 1 billion square feet of premium buildings operated by the world's largest REITs and Fortune 100 corporate occupiers, Liam Bates, CEO of Kaiterra, makes the contrarian case that building performance has been measured backwards, shows why the perceived tension between environmental quality and energy performance dissolves once you measure both, and reveals what separates buildings that earn the rent from those that don't.

11:30 | BEYOND THE DASHBOARD: CAN AI CREATE A SELF-OPTIMISING WORKPLACE?

AshLea Allberry, **Chief Operating Officer,**
Maptician

Greg Baribault, **VP of Product and**
Portfolio Management, Collaboration
Solutions, HP

More speakers to be announced



Workplace intelligence has spent a decade describing what happened. The next shift is towards systems that recommend—and increasingly initiate—action. Could AI release unused rooms, adapt meeting environments, redirect workplace services or model portfolio change before leaders ask? Moving from the individual workday to building operations and enterprise real estate, this panel tests how close we are to a self-optimising workplace. Speakers will examine which decisions can be delegated, where human judgement must remain, how systems and data must connect, and what evidence would prove that workplace intelligence is improving experience and performance rather than adding complexity.

12:00 | THE DECISION LAYER: HOW WORKPLACE LEADERS ARE BECOMING ENTERPRISE NAVIGATORS

Nick LiVigne, **Managing Director,**
Consulting, JLL



The workplace function is evolving beyond managing space and operations to becoming a strategic driver of business performance. This session highlights how leading organizations are integrating data, business strategy, workplace insights and financial performance to help executives make better decisions and drive enterprise-wide outcomes.

12:25 | LUNCH BREAK & NETWORKING

13:25 | AUDIENCE INTERACTION

THEME: PROVING WORKPLACE PERFORMANCE

13:30 | THE HIGH-PERFORMANCE WORKPLACE: DESIGNING FOR INNOVATION IN THE AI ERA

Raymond Chan, **Workplace Design,**
NVIDIA

Brandon DeWitt, **Senior Director, Head of**
Workplace Strategy and Integration,
Genentech

Luis Morejon, **Head of Places Americas,**
Uber

Kamala Subbarayan, **Real Estate &**
Workplace Services Lead, Google

This panel will explore how the physical workplace must evolve as AI reshapes the pace, patterns and purpose of work. As human-AI teams take on more complex tasks, what environments best support deep focus, rapid learning, critical thinking and cross-disciplinary innovation? The discussion will examine how workplace experience, adaptable design and real-time insight can turn space into an active performance platform—strengthening connection and wellbeing, enabling teams to move faster, and ensuring the workplace evolves alongside technology rather than being overtaken by it.



Genentech

Uber

Google

14:00 | THE WORKPLACE IS NEVER FINISHED: DESIGNING FOR CONTINUOUS CHANGE

Niharika Hablani, **Design Director,**
Global Workplace Environments, Stripe

Abby Winter, **Space Planning Leader,**
Stripe

Ashley Daniels, **HR Strategy Lead,**

Google

Rather than trying to predict a single future of work, leading organisations are designing workplaces that can evolve with them. As teams grow and reorganise, work patterns shift and expectations change, how can workplace leaders create environments that remain relevant over time? Drawing on recent global workplace projects, this panel explores how design, space planning, data, and employee feedback can create a continuous cycle of learning and adaptation — balancing global principles with local culture, efficiency with experience, and immediate needs with long-term flexibility.

stripe Google

14:25 | MAGNET, NOT MANDATES: HOW COINBASE DESIGNS FOR INTENTIONAL PRESENCE AT SCALE

Jeremy Browder, **Senior Director of**
Real Estate & Employee Experience,
Coinbase

Jeremy Browder, Senior Director of Real Estate & Employee Experience at Coinbase, will share how this operating model translates into practice across real estate, workplace design, and employee experience. Within this model, presence is intentional rather than assumed, with physical space designed around specific moments of value rather than continuous occupancy. The discussion explores how in-person time is made more intentional and how hubs support culture, collaboration, and performance without defaulting to traditional office attendance, asking what the employee experience stack looks like when workplace functions as a connected ecosystem of intentional moments rather than a fixed destination.

coinbase

THEME: DESIGNING FOR HUMAN ADVANTAGE

14:45 | THE BRAIN ECONOMY: WHY HUMAN COGNITION IS BECOMING THE ULTIMATE WORKPLACE ASSET

Natalia Bielczyk, **Founder & CEO,**
Ontology of Value



As AI becomes deeply embedded in the workplace, organizations face a new challenge: how to increase productivity without weakening human cognition? In this session, computational neuroscientist and Future of Work strategist Natalia Bielczyk introduces the concept of the Brain Economy and explores the hidden risks of cognitive debt—the gradual erosion of critical thinking, creativity, focus, and decision-making caused by overreliance on AI. Drawing on neuroscience, psychology, elite performance training, and organizational research, attendees will learn practical strategies for building AI-enabled workplaces that strengthen human intelligence, preserve innovation, and create sustainable high performance in the age of AI.

15:10 | COFFEE BREAK & NETWORKING

15:40 | HUMAN PERFORMANCE IN THE ACCELERATED WORKPLACE: DESIGNING FOR INCLUSION, ACCESS & EXPERIENCE

Jennifer Busch, **Senior Director, A&D, Mohawk Group**
Michael Korcek, **Marketing Director, ArtLifting**
Sarah Oppenhuizen, **Director of Interiors, HOK**

 **Mohawk Group**

 **ARTLIFTING**



In today's accelerated workplace, organisations are rethinking how physical environments can keep pace with rapid change, evolving ways of working, and rising expectations of performance. This panel explores how inclusion is becoming a central driver of workplace design—shaping how spaces support people with diverse cognitive, sensory, and physical needs. Bringing together perspectives on inclusive design, accessibility, and the role of art and experience in the workplace, the discussion highlights how environments can be more intuitive and supportive for everyone. From fractal and nature inspired approaches that support cognitive ease to practical innovations in accessibility and experience design, the conversation moves from intent to lived experience. As workplace systems become more complex and data-informed, panellists will focus on the human outcome: how inclusive design improves clarity, reduces friction, and enhances overall wellbeing and performance.

16:05 | THE SCIENCE OF PRESENCE: DESIGNING HUMAN CONNECTION BEYOND THE SCREEN

Jeremy Bailenson, **Founding Director of Stanford University's Virtual Human Interaction Lab and Thomas More Storke Professor in the Department of Communication, Stanford University**
Nick Bloom, **William Eberle Professor of Economics, Stanford University**
Tommaso Trionfi, **CEO and Co-founder, Noro**



noro

Distributed work is permanent, but conventional video often loses the nonverbal communication, spatial awareness and sense of being together that support meaningful collaboration. Stanford professor Jeremy Bailenson and Noro CEO Tommaso Trionfi bring together decades of research on virtual human interaction and practical experience connecting physical workplaces. This session explores what creates presence, when immersive technology improves collaboration, and how workplace leaders can design environments that make distance less consequential—without attempting to replace the moments when people should genuinely travel and meet in person.

16:45 | CHAIRPERSONS CLOSING REMARKS

Nick LiVigne, **Managing Director, Consulting, JLL**



17:00 | CONFERENCE CLOSES

WORKPLACE TOURS



NORO, SAN FRANCISCO

Wednesday, October 14th | 220 Bush Street, San Francisco

What if colleagues thousands of miles apart could interact as though they were standing in the same room?

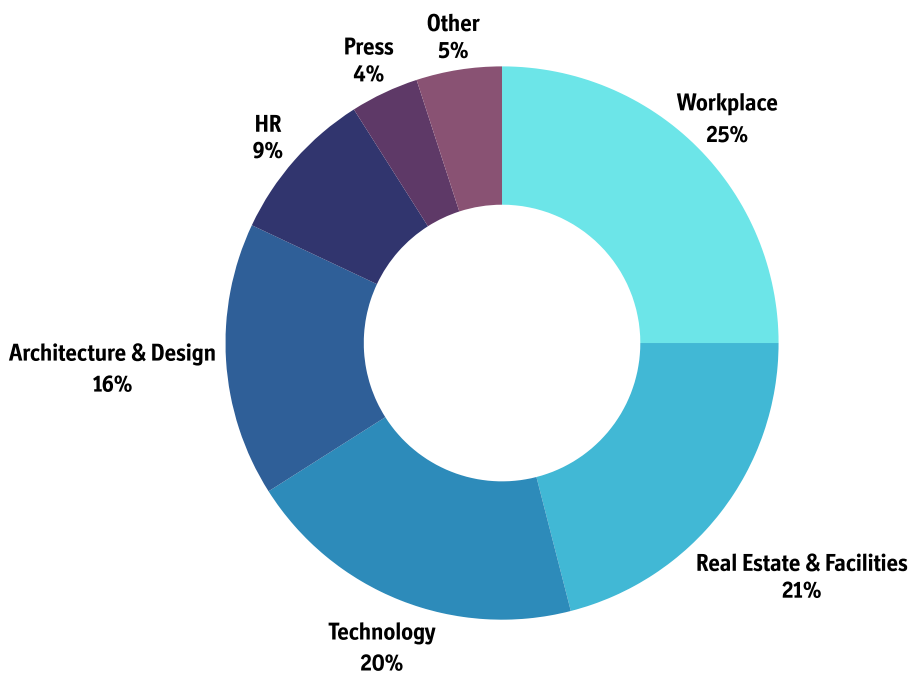
Ahead of WORKTECH San Francisco, join a small gathering of workplace leaders at Noro's San Francisco office to experience its approach to connecting distributed workplaces firsthand.

What to expect

- Reduce Zoom fatigue with natural movement, body language and self-view-free interaction.
- Life-size, eye-contact collaboration that makes remote teams feel genuinely present together.
- Connect offices seamlessly, cutting repetitive travel while strengthening trust and collaboration.

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/worktech26-san-francisco/

KEY INFORMATION

Date & Venue

When: Friday October 16th

Where: Uber Headquarters, Mission Bay, San Francisco

How to book:

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

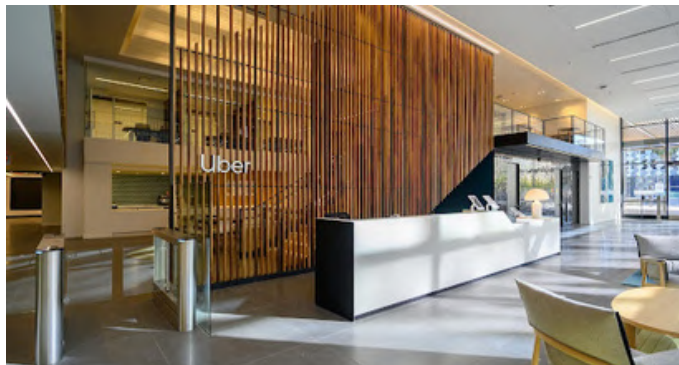
If you would like to attend as a group or team, please get in touch and we can arrange a discounted ticket rate. Offer applies to groups of 3 or more.

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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