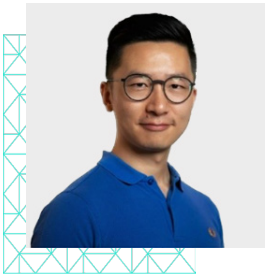


Agenda & speakers

Welcome and Introduction

Xiaopeng Li



Xiaopeng Li
Western Europe AI
Lead
Microsoft

As AI business leader for Microsoft Western Europe, Xiaopeng is responsible for AI business growth, go-to-market, partner ecosystem, community engagement and innovation thought leadership across the region.

Before joining Microsoft, Xiaopeng served as an AI Advisor at Crayon Immeta where he operated at the intersection of management consulting and data science. Prior to that, Xiaopeng led strategy and product development at Telia Company's data insights business unit where he co-led the establishment of the data business from the ground up. As a devoted community builder, Xiaopeng has co-founded "Oslo AI", a non-profit to accelerate the development of AI communities and ecosystems in Norway.

The new innovation landscape: What every company must know to navigate an uncertain future

Jessica Hawk



Jessica Hawk
CVP of Data, AI
& Mixed Reality
Microsoft

Jessica heads product marketing for Data, Artificial Intelligence and Mixed Reality at Microsoft, helping refine the story of some of Microsoft's most exciting product offerings that help customers achieve more in their data and AI applications, analytics and data science systems, and emerging technologies like the Metaverse. She focuses on product strategy, go to market, sales enablement, industry alignment, and drives market making execution and outcomes.



Key ingredients for successful and scalable AI adoption

Chema Alonso, Amy Challen, Hans Jessen. Moderated by Xiaopeng Li



Chema Alonso
Chief Digital
Officer
Telefonica

Chema Alonso is member of Telefonica S.A. Executive Committee from 2016 and he is currently Chief Digital Officer. In this role, he oversees Innovation, Data, Platforms, and Digital Product & Services, leading the strategy for the digitalisation of sales processes and customer communication channels of the company.

As head of this Global Unit, he also aims to promote innovation of new digital products and services as well as the generation of internal efficiency supported by the technological capacities of big data and artificial intelligence of Telefónica's fourth platform, with special focus on the digital home. With a long background in the area of innovation, he is also responsible for the innovation of Telefónica's core technologies as well as the company's relationship with the entrepreneurial ecosystem under an open cooperation model.



Amy Challen
Global Head of AI
Shell

Amy is the General Manager for Artificial Intelligence at Shell, responsible for driving delivery and adoption of AI technologies, including natural language processing, machine vision, and deep reinforcement learning. She spent the first decade of her career in academia as a researcher in applied econometrics, before joining McKinsey & Company as a strategy consultant. As a consultant she solved real-world problems across diverse functions and industries, for some of the world's largest organisations, delivering hundreds of millions of dollars in value. She was recruited into Shell in 2019 to help scale up advanced analytics in the Global Commercial business line.



Hans Jessen
Partner & Global
Innovation Leader,
Robotics & AI
EY

Dr. Hans Jessen is a Global Partner at EY and a Global Innovation Leader for advanced technologies including Artificial Intelligence, Quantum Computing, and Web3. Over his 30-year leadership career, Hans has built and run some of the world's largest analytics centers of excellence and pioneered state-of-the-art analytics and technology services in over 60 countries. Before joining EY, Hans began his career as a Professor in Econometrics at the University of Manchester and then as a Partner at Accenture. joining EY, Hans began his career as a Professor in Econometrics at the University of Manchester and then as a Partner at Accenture.

Fireside Chat on Human Centric & Responsible AI

Natasha Crampton. Moderated by Susan Etlinger



Natasha Crampton
Chief Responsible
AI Officer
Microsoft

Natasha Crampton leads Microsoft's Office of Responsible AI, as the company's first Chief Responsible AI Officer. The Office of Responsible AI puts Microsoft's AI principles into practice by defining, enabling, and governing the company's approach to responsible AI. The Office of Responsible AI also collaborates with stakeholders within and outside the company to shape new laws, norms, and standards to help ensure that the promise of AI technology is realized for the benefit of all.

Prior to this role, Natasha served as lead counsel to the Aether Committee, Microsoft's advisory committee on responsible AI. Natasha also spent seven years in Microsoft's Australian and New Zealand subsidiaries helping Microsoft's highly regulated customers move to the cloud.



Susan Etlinger
Director Data, AI
and Mixed Reality
Microsoft

Susan Etlinger is a globally recognized expert in digital strategy, with a focus on the business and societal implications of data, artificial intelligence and responsible technology use. She is Director, Data and AI Storytelling at Microsoft, where she is responsible for creating thought leadership programs and leading research focused on data and AI.

Susan is also senior fellow at the Centre for International Governance Innovation, an independent, non-partisan think tank based in Canada, and a member of the United States Department of State Speaker Program. Her TED talk, "What Do We Do With All This Big Data?" has been translated into 25 languages and has been viewed more than 1.4 million times. Her research is used in university curricula around the world, and she has been quoted in numerous media outlets including The Wall Street Journal, The Atlantic, The New York Times and BBC.

Break

Demystifying the Industrial Metaverse

Kees Hertogh



Kees Hertogh
GM, Industry
Product Marketing
Microsoft

Kees Hertogh is a General Manager for the Microsoft Cloud and AI group in Microsoft Corporation. In his current role, he leads the Global Industry Product Marketing team and is responsible for Microsoft's Industry go-to-market across Priority Industries and Microsoft Industry cloud portfolio strategy and go-to-market, including Microsoft Cloud for Healthcare, Microsoft Cloud for Retail, Microsoft Cloud for Financial Services, and Microsoft Cloud for Manufacturing.

Customers' business and technology perspectives on industrial Metaverse

Markku Teräsvasara, Bernhard Eschermann, Laurence Janssens



Markku
Teräsvasara
President Minerals,
Deputy to the CEO
Metso Outotec

Markku Teräsvasara, B.Sc. (Civil Engineering), is the President Minerals and Deputy to the CEO at Metso Outotec Corporation since 2021 and President, Services and Deputy to the CEO in 2020-2021. Teräsvasara was appointed President and CEO of Outotec Oyj in 2016. Before joining Outotec he served as President of Atlas Copco Mining and Rock Excavation Service Division in Sweden. He has been leading Atlas Copco's Surface Drilling Equipment Division in China and held several other management positions in Atlas Copco (2004-2016) and other companies.



Bernhard
Eschermann
CTO Process
Automation
ABB

Globally responsible for technology and R&D for the ABB "Process Automation" business (one of the 4 businesses of the ABB Group, around 6.5 BUSD revenues), reporting to a member of ABB's Group Executive Committee. Leading ABB's Group technology management team as "primus inter pares" since 2020.



Laurence Janssens
Manufacturing
Lead
Microsoft

Laurence Janssens currently serves as the head of the manufacturing sector for Western Europe. In this capacity, she empowers the digital transformation of process and discrete manufacturers. She has a true passion for the power of cloud and edge technologies in industrial and business model revolution. She relocated to Europe 2 years ago from Africa where she was the country manager for Angola, Botswana, Namibia, and Zambia. Mrs. Janssens oversaw the activities of Microsoft in these 4 countries and was part of the leadership team of Microsoft that manages 65 countries across Africa & the Levant region.

Break

The Future of Cloud – technologies shaping our future from quantum to 5G and space

Nick McQuire



Nick McQuire
Director Strategic
Missions &
Technologies
Microsoft

Nick is a Director of Product Management in Microsoft's Strategic Missions and Technologies unit, Microsoft's business incubation hub for scaling innovation and growth. He is a globally recognized thought leader and former 20+ year technology analyst with a passion for artificial intelligence, emerging technologies, and enterprise innovation. Nick was named among the top technology analysts in the world in 2019 and 2020 and is a startup advisor and board member with a proven track record advising C-level executives and enterprise IT strategists. He is also currently a judge of the CIO 100, which recognizes the most transformational CIOs in the U.K each year.

Next wave of AI breakthroughs and product innovations

Eric Boyd



Eric Boyd
CVP of AI Platform
Microsoft

Eric Boyd leads the AI Platform team within Microsoft's Cloud + AI division. This global organization includes Azure Machine Learning, Cognitive Services, Cognitive Search, and internal platforms that provide data, experimentation, and Graphics Processing Units (GPU) cluster management to groups across Microsoft. Our mission is to make Microsoft's Azure AI platform the best platform for first- and third-party customers.

Final remarks and Q&A

Xiaopeng Li