Sw**IT**zerland.

7th Parliamentary Seminar by ICTswitzerland

Sunday, October 29 to Wednesday, November 1, 2017

San Francisco Bay Area

ICTSWITZERLAND
Information & Communication Technology

Content

Vorwort

7. Parlamentarierseminar von ICTswitzerland

Sonntag, 29. Oktober – Mittwoch, 1. November 2017,.San Francisco Bay Area

Sehr geehrter Herr Ständerat, sehr geehrte Nationalräte/-innen, sehr geehrte Herren Botschafter, sehr geehrte Damen und Herren, liebe Kolleginnen und Kollegen

Im Namen von ICTswitzerland, dem Dachverband der ICT-Wirtschaft, freue ich mich, Sie zum 7. Parlamentarierseminar in San Francisco begrüssen zu dürfen. Im Rahmen von Vorträgen, Diskussionen und Fragerunden mit Referenten verschiedener Organisationen der San Francisco Bay Area soll unser Wissen und das Verständnis über aktuellen Themen und Herausforderungen der Digitalisierung vertieft werden. Ziel ist es, besser zu verstehen, welche Ansprüche der technologische Wandel an unsere Geschäftsmodelle, unsere Arbeits- und Lebensweise sowie an das regulatorische Umfeld stellen wird, um die besten Voraussetzungen für eine weiterhin wachsende und wettbewerbsfähige Schweizer Wirtschaft schaffen zu können.

Dank der tatkräftigen Unterstützung verschiedener Partner konnten wir ein abwechslungsreiches Seminarprogramm zusammenzustellen. Bevor Sie sich davon in der vorliegenden Programmbroschüre selbst überzeugen, erlauben Sie mir, ein paar spezielle Programmpunkte hervorzuheben.

Wir werden uns vertieft mit der Innovation und Disruption des 21. Jahrhunderts auseinandersetzen und die Rolle des Staates unter anderem mit Toomas Hendrik Ilves, dem Präsidenten von Estland von 2006 bis 2016, diskutieren. Die Plattformökonomie, das Herzstück der digitalen Revolution, und damit verbundene Regulierungsfragen werden von der Schweizerin Anita Roth von Airbnb und dem Schweizer Daniel

Graf von Uber beleuchtet. Der Verwaltungsratspräsident des Giganten CISCO Systems, John T. Chambers wird mit langjähriger Erfahrung die Erfolgsfaktoren des Silicon Valleys beleuchten. Dheeraj Pandey, Gründer, Chairman und CEO von Nutanix wird darüber berichten, wie sein Start-up in wenigen Jahren zu einem Unternehmen mit einer Marktkapitalisierung von über $ 4 Mia. geworden ist. Spannend wird auch der Bericht des Schweizer EPFL Absolventen Olivier Crameri, der von der Reise seines EPFL Spin-offs nach San Francisco erzählen wird. Zudem lernen wir die «Geburtsstätte» vieler erfolgreicher Start-ups, den weltweit grössten Start-up Accelerator Plug and Play, näher kennen. Mit John L. Hennessy, dem Präsidenten der Stanford University von 2000 bis 2016 und Verwaltungsrat von Alphabet, werden wir uns über die herausragende Rolle der Universität für Innovation und wirtschaftlichen Erfolg unterhalten.

Ich freue mich auf einen intensiven Austausch von Erfahrungen, Ideen und Interessen zwischen Parlamentariern, leitenden Vertretenden der Behörden, der ICT-Verbände sowie interessanten Persönlichkeiten aus Wissenschaft und Wirtschaft.

Herzliche Grüsse

Andreas Kaelin
CEO ICTswitzerland

Preface

7th Parliamentary Seminar by ICTswitzerland

Sunday, October 29 – Wednesday, November 1, 2017, San Francisco Bay Area

Dear Members of the Council of States, Dear National Councillors, Dear Ambassadors, Dear Ladies and Gentlemen, Dear Colleagues,

On behalf of ICTswitzerland, the umbrella organization for the ICT economy, I would like to welcome you to the seventh seminar for parliamentarians in San Francisco. The talks, discussions and Q&A sessions with speakers from various organizations in the San Francisco Bay Area are intended to deepen our knowledge and understanding of current aspects and challenges of digitalization. This will hopefully foster a better understanding of the demands technological change is going to make on our business models, on the way we work and live, and on the regulatory environment, enabling us to create the best possible conditions for the Swiss economy to continue to grow and remain competitive.

Active support from a number of different partners has allowed us to put together a varied seminar program. I am certain this will become apparent when you turn to your program brochure. Nonetheless, before you do so, I would like to highlight a few special items.

With Toomas Hendrik Ilves, who was the President of Estonia from 2006 to 2016, we will be considering in depth such matters as the innovation and disruption of the 21st century as well as discussing the role of the state. Anita Roth from Airbnb and Daniel Graf from Uber, both of whom are from Switzerland, will examine the platform economy - the core of the digital revolution - and regulatory issues related to this. With the benefit of his long experience, John T. Chambers, the Executive Chairman of tech giant Cisco Systems, is ideally placed to

explain the factors behind Silicon Valley's success. Dheeraj Pandey, the founder, Chairman and CEO of Nutanix, will describe how, in just a few years, his start-up has become a company with a market capitalization of more than $ 4 billion. We can also look forward to a report from Swiss EPFL graduate Olivier Crameri, who will tell us about his EPFL spin-off's journey to San Francisco. And we will get to know more about the incubator of many successful start-ups, the world's biggest start-up accelerator Plug and Play. With John L. Hennessy, President of Stanford University from 2000 to 2016 and member of the Board of Alphabet, we will discuss the key role of the university in innovation and commercial success.

I am very much looking forward to an intensive exchange of experience, ideas and interests between parliamentarians, leading representatives of authorities, the ICT associations and interesting personalities from the fields of science and industry.

Best wishes,

Andreas Kaelin
CEO ICTswitzerland

Program Overview
October 29 - November 1, 2017

	SUN, October 29
	Optional program for early guests - on separate registration
09:30	Transfer to the Alpha Omega Winery - Napa Valley
11:30	**Winery tour, wine-tasting and lunch** Hosted by Jean Hoefliger - Winemaker and Partner Alpha Omega Winery
14:00 - 16:00	Transfer to the hotel - Fairmont San Francisco
19:00	Fairmont San Francisco
	Check-in at the Fairmont San Francisco *Fairmont San Francisco* *950 Mason Street* *San Francisco, California*
	Fairmont San Francisco - Garden Pavilion
19:30	**Welcome to the 7th Parliamentary Seminar by ICTswitzerland** Franz Grüter - Vice President of ICTswitzerland and Member of the Swiss National Council Hans-Ulrich Tanner - Consul General of Switzerland in San Francisco Andreas Kaelin - CEO of ICTswitzerland
19:50	**Dinner**

	MON, October 30
07:30	Walk to Pier 17 - the major Swiss hub on the West Coast - San Francisco
08:15	**Introduction to Pier 17** Hans-Ulrich Tanner - Consul General of Switzerland in San Francisco Gioia Deucher - CEO swissnex San Francisco
08:30	**Innovation and Disruption in the 21st Century and the Role of Government in the Age of Acceleration** Kian Gohar and Sean Watson - Innovation Partnership Program, Joint Venture by XPRIZE foundation and Singularity University
10:20	*Coffee Break*
10:35	**Case Studies in Innovative Government and Civic Innovation Panel Discussion** Toomas Hendrik Ilves - Former President of Estonia Michael Massermann - Head of Global Policy and Social Impact at Lyft Special Guests
12:00	*Lunch*
12:45	**swissnex San Francisco - a Swiss Living Lab for Innovation in the Bay Area** Gioia Deucher - CEO of swissnex San Francisco
13:15	**Role and Tasks of the Swiss Business Hub in the San Francisco Bay Area** Damian Felchlin - Trade Commissioner at Switzerland Global Enterprise | S-GE
13:35	**Successful Destination Marketing** Mirko Capodanno - Manager Western USA at Switzerland Tourism
14:00	**Current Insights in Uber's Product World** Daniel Graf - Vice President and Head of Product at Uber
14:45	*Coffee Break*
15:00	**Nestlé Outpost in the San Francisco Bay Area** Stephanie Naegeli - Senior Global Digital Marketing Innovation Manager at Nestlé Goran Kukic - Vice President Digital Services Northern America at Nestlé
15:45	*Coffee Break*
16:00	**Comparison of Accelerator and Incubator Programs: Switzerland - San Francisco** Sandra Tobler - Founder and CEO of Futurae Technologies AG
16:45	**Policy Innovation: How Three Air Mattresses Launched a Policy Revolution, and the Lessons Learned Through that Journey** Anita Roth - Head of Policy Research at Airbnb
17:30	Transfer to the Residence of the Swiss Consul General
18:30	**Reception and Dinner** Hosted by Hans-Ulrich Tanner - Consul General of Switzerland in San Francisco

TUE, October 31

08:00	**Transfer to Cisco Systems, Inc. Corporate Headquarters**
09:45	*Group photo at the entrance of the Cisco Headquarters*
10:00	**We Owe Digitization to our Country** Christian Martin - General Manager Cisco Systems Switzerland John T. Chambers - Executive Chairman and former CEO of Cisco Systems
11:00	**Transfer to NUTANIX Corporate Headquarters**
11:30	**Entrepreneurship in a Changing World** Dheeraj Pandey - Founder, Chairman and CEO of NUTANIX
12:30	*Lunch*
13:15	**Transfer to the NEA Office	New Enterprise Association**
14:00	**Investment Decisions in Silicon Valley** Forest Baskett - General Partner of New Enterprise Associations	NEA
15:15	**Transfer to the IBM Bluemix Garage**
16:45	**Welcome to the IBM Bluemix Garage** Thomas Landolt - General Manager IBM Switzerland **Visit of IBM's working environment for customer collaboration** **IBM Bluemix Garage** Sonia Cyrus - Practice Leader at the IBM Bluemix Garage
17:30	**Designing Bold Outcomes for a Digital World** Phil Gilbert - General Manager IBM Design
18:30	**Transfer to the Waterbar San Francisco**
19:15	**Dinner in the Bridge Tower Room**

WED, November 1

07:45	**Transfer to AppDynamics LLC Corporate Headquarters**
08:15	**«Made in Switzerland» or «Made in Silicon Valley» – The Story of an EPFL Spin-off Crossing the Path of a Silicon Valley Unicorn** Olivier Crameri - Engineering Manager at AppDynamics (former BugBuster, which was the EPFL spin-off founded by Olivier Crameri) Dan Wright - Chief Operating Officer at AppDynamics Bhaskar Sunkara - Chief Technical Officer, Head of Product and Founding Team Member of AppDynamics
09:45	**Transfer to the Plug and Play Tech Center - Sunnyvale**
10:45	**Tour through the Plug and Play Tech Center** **The Worlds Largest Startup Accelerator** Saeed Amidi - Founder and CEO Plug and Play Tech Center Damir Bogdan - Owner of Actvide AG
12:15	**Transfer to the Swisscom Outpost in Palo Alto**
13:00	*Lunch*
13:45	**The Swisscom Outpost in the San Francisco Bay Area** Lukas Peter - CEO Swisscom Cloud Lab and Head of Outpost Services Nicolas Fulpius - Chief Digital Officer, Swisscom Enterprise Customer
14:45	**Transfer to Stanford University - Levinthal Hall at the Stanford Humanities Center**
15:15	*Group photo at the entrance of the campus*
15:30	**Growing an Innovation Ecosystem: Lessons from Stanford & Silicon Valley** John Hennessy - Former President of Stanford University, Director of the Knight-Hennessy Scholars Program and Member of the Board of Alphabet Inc.
16:15	**Campus Walking Tour**
17:15	**Transfer to the San Francisco Airport**
18:15	**Transfer from the Airport to the Fairmont San Francisco**
20:45	**Departure of the flight to Switzerland**

Detailed Program

Sunday, October 29, 2017

Visit of the Alpha Omega Winery
Optional Program for Early Guests

09:30	Transfer to the Alpha Omega Winery - Napa Valley
11:30	**Winery tour, wine-tasting and lunch** **Hosted by Jean Hoefliger** - *Winemaker and Partner Alpha Omega Winery*

Jean Hoefliger believes in reinventing the wheel. One of Napa Valley's brightest winemaking stars, Jean reached that distinction by never being static and always doubting himself.

Those two distinguishable characteristics enable him to constantly push forward and progress with each vintage. Zealous about his craft, Jean has mastered not just the art of blending but also possesses an uncanny knack to visualize a grape's destiny while the berry is still on the vine.

He flaunts a high-risk winemaking style, characterized by long, natural barrel fermentation which takes an average of 10 months — he also often leaves red wines on skins for up to 90 days while most winemakers opt for 21 to 30 days — to create wines that are delicious, intriguing and complex.

Seduced by California's diverse soil and ability to express his creativity, Jean planted himself at Newton Vineyard in Napa Valley's Spring Mountain where he spent five years as winemaker until plucked by Alpha Omega. Part artist, part mad scientist, Jean helped the new winery quickly make a name for itself and take the Valley by storm.

Jean's zeal, knowledge, innate ability and scientific training puts him in a unique position to take the best grapes of Napa Valley and transform them into wines worthy of world class standing.

14:00 - 16:00	Transfer to the hotel - Fairmont San Francisco

Arrival at the Fairmont San Francisco

19:00	**Check-in at the Fairmont San Francisco** *Fairmont San Francisco* *950 Mason Street* *San Francisco, California*

Welcome Reception and Dinner in the Garden Pavilion
Fairmont San Francisco - Garden Pavilion (on the same floor as the reception)

19:30	**Welcome to the 7th Parliamentary Seminar by ICTswitzerland** **Franz Grüter** - *Vice President of ICTswitzerland and Member of the Swiss National Council* **Hans-Ulrich Tanner** - *Consul General of Switzerland in San Francisco* **Andreas Kaelin** - *CEO of ICTswitzerland*
19:50	**Dinner**

Monday, October 30, 2017

	Pier 17 - The Major Swiss Hub on the West Coast San Francisco
07:30	Walk to Pier 17
08:15	**Introduction to Pier 17** **Hans-Ulrich Tanner -** *Consul General of Switzerland in San Francisco* **Gioia Deucher** - *CEO swissnex San Francisco*

08:30	**Innovation and Disruption in the 21ˢᵗ Century** **Kian Gohar** - *Founder of Geolab, and Founder and Executive Director of the Innovation Partnership Program (IPP) by XRIZE foundation and Singularity University*

What will the world look like in 10 years and how will technology change the future of your business? This keynote talk highlights the major technology trends that are changing every major industry, including the convergence of AI, robotics, sensors, human computer interfaces, 3D printing, and digital medicine and will inspire your team to prepare for an exponential future.

09:40	**The Role of Government in The Age of Acceleration** **Sean Watson** - *Founder and Principal of Catalytik and Director of IPP*

Technology, globalization, and changes to our natural world are accelerating at exponential rate, and it's becoming clear that our traditional governance models are ill-equipped to keep up with these rapid shifts. This session will discuss how governments must change to meet the challenges of the exponential age we're living in. We'll need to fundamentally rethink democratic governance structures to ensure that our societies can become nimble enough to keep up with the pace of change, and we'll need to develop policies that rapidly adapt and enable innovation, equity, and safe regulation while also addressing environmental, workforce, and ethical concerns raised by technology. This presentation will cite examples and best practices in 21st century governance from around the globe, and raise some existential questions about the role of government in the decades to come.

10:20	**Coffee Break**
10:35	**Case Studies in Innovative Government and Civic Innovation Panel Discussion** **Toomas Hendrik Ilves** - *Former President of Estonia* **Michael Massermann** - *Head of Global Policy and Social Impact at Lyft* **Mark Farrell** - *Supervisor at the San Francisco Board of Supervisors, District 2* **Knanh Duy Russo** - *Senior Policy Advisor & Director of the Office of Strategic Partnerships and the Partnerships Office of Mayor Sam Liccardo, City of San Jose* **Brian Purchia** - *CEO & Founder of Riff City Strategies and Co-Founder of CivicMakers*

Remarks from globally recognized leaders in e-governance and civic innovation followed by an open discussion on civic innovation, government's role in the 21st century, and balancing the societal opportunities and threats posed by accelerating technological change

12:00	**Lunch**
12:45	**swissnex San Francisco - a Swiss Living Lab for Innovation in the Bay Area** **Gioia Deucher** - *CEO of swissnex San Francisco*

Official welcome to, and presentation of, swissnex San Francisco's unique way to connect Switzerland and the Bay Area in innovation, academia and the arts. We will talk about the importance of space, community, collaboration, synergy and multi-disciplinary as essential ingredients to design the solutions for current and future global challenges.

13:15	**Role and Tasks of the Swiss Business Hub in the San Francisco Bay Area** **Damian Felchlin** - *Trade Commissioner at Switzerland Global Enterprise	S-GE*

A briefing on how the Swiss Business Hub can support Swiss companies and what these companies should consider before entering the U.S. market.

13:35	**Successful Destination Marketing: Bringing US Americans to Spend their Vacation in Switzerland** **Mirko Capodanno** - *Manager Western USA at Switzerland Tourism*

Attracting US Americans to spend their vacation in Switzerland: successful marketing using a mix of channels, promoting this spectacular country, culture(s) breathtaking landscapes and hands-on experiences. From attraction touring to hiking and biking; with 3 offices in North America (New York, Toronto and San Francisco), Switzerland Tourism markets Switzerland through the media, trade, online and consumer marketing.

What works? What are the trends and how do we implement our activities in the market?

Examples of this 10 minute introduction include social media tactics, consumer trends, media results and trade marketing examples. Out of our new office in San Francisco with 2 staff, we focus on media and trade outlets and manage to engage TV producers and journalists and tour operators in promoting Switzerland successfully both in summer and winter.

14:00	**Current Insights in Uber's Product World** **Daniel Graf** - *Vice President and Head of Product at Uber*

How is Uber shaping the future of mobility and how are outdated regulations hindering progress.

14:45	**Coffee Break**

Monday, October 30, 2017 - continued

15:00	**Nestlé Outpost in the San Francisco Bay Area** **Stephanie Naegeli** - *Senior Global Digital Marketing Innovation Manager at Nestlé* **Goran Kukic** - *Vice President Digital Services Northern America at Nestlé* Digital technologies in new services and business models. Nestlé's Silicon Valley Innovation Outpost (SVIO) is an important pillar of the company's global open innovation program and vehicle to bring digital innovation into new strategic business initiatives. The presentation will cover how the SVIO operates, show examples of current initiates and give insight into Nestlé's digital innovation transformation.
15:45	**Coffee Break**
16:00	**Comparison of Accelerator and Incubator Programs: Switzerland - San Francisco** **Sandra Tobler** - *Founder and CEO of Futurae Technologies AG* The Silicon Valley has the reputation to be one of the most attractive location to start a startup world-wide. What programs (Accelerators and Incubators) do actively support early and later stage companies in the Bay Area? What are the industrial verticals those programs cover? The presentation provides examples of some of the most renowned programs but also of some of the more newer hidden gems of programs (e.g. 500 Startups, Alchemist, StartX, Techstars, Y Combinator, the Batchery etc.). It will be evaluated why those programs are a magnet for international startups. What does Switzerland offer in terms of Accelerators and Incubators in return? Various programs started over the course of the last years (Fintech Fusion, F10 Incubator and Accelerator, Kickstart Accelerator, Bluelion, MassChallenge etc.)? A startup view on the current offer of programs in Switzerland and how attractive the Bay Area really is for startup entrepreneurs.
16:45	**Policy Innovation: How Three Air Mattresses Launched a Policy Revolution, and the Lessons Learned Through that Journey** **Anita Roth** - *Head of Policy Research at Airbnb* Through the lens of Airbnb and the company's experiences in home sharing, this session will cover the challenges and opportunities of policy innovation in existing and new industries. - the stages of policy innovation - the value of research and data in policy innovation - how policy innovation varies depending on the maturity of an industry and of companies.

Reception in the residence of the Consul General

17:30	Transfer to the Residence of the Swiss Consul General
18:30	**Reception and Dinner** **Hosted by Hans-Ulrich Tanner** - *Consul General of Switzerland in San Francisco*
21:30	Transfer to the Fairmont San Francisco

Tuesday, October 31, 2017

Cisco Systems, Inc. Corporate Headquarters in San Jose

08:00   Transfer to Cisco Systems, Inc. Corporate Headquarters

09:45   Group photo at the entrance of the Cisco Headquarters

10:00   **We Owe Digitization to our Country**
Christian Martin - *General Manager Cisco Systems Switzerland*
John T. Chambers - *Executive Chairman and former CEO of Cisco Systems*

In the past three decades, the rise of many start-ups has been phenomenal in the Silicon Valley. More than in any other part of the world. Many had and still have a significant impact on the global economy.

In this session you will understand from Cisco former CEO and current Executive Chairman, John Chambers, how we successfully drove several market transitions, disrupted existing markets and constantly are seeking for Innovation with our customers and partners.

Since the nineties the internet has changed the way we live, work, play and learn. Now, Digitization will be key to how countries maintain global competitiveness, increase GDP growth, foster innovation and create new jobs.

John Chambers will elaborate how Cisco is working with countries to grow GDP, create new jobs, and provide innovation and education across public and private sectors.

NUTANIX Corporate Headquarters in San Jose

11:00   Transfer to NUTANIX Corporate Headquarters

11:30   **Entrepreneurship in a Changing World**
Dheeraj Pandey - *Founder, Chairman, and CEO of NUTANIX*
Nutanix went from being founded to a $1 billion run-rate business in less than 8 years, and continues to be in hyper-growth mode. Listen to Nutanix's Founder, CEO & Chairman, Dheeraj Pandey, talk about founding a technology company in Silicon Valley, growing it into a global enterprise, and his vision for the company's future. He will address the various influencers and values that played a part in his entrepreneurship journey.

12:30   **Lunch**

New Enterprise Association (NEA) at Menlo Park

13:15   Transfer to the NEA Office

14:00   **Investment Decisions in Silicon Valley**
Forest Baskett - *General Partner of New Enterprise Associations | NEA*

Interactive discussion to share knowledge:

- Interdependency of the venture capital ecosystem and the success of Silicon Valley tech companies
- The role of government in the Silicon Valley ecosystem (i. e. Government as an early stage investor, tax incentives, others)
- Early start-up valuation: The key factors for investment decisions

IBM Bluemix Garage in San Francisco

15:15   Transfer to the IBM Bluemix Garage

16:45   **Welcome to the IBM Bluemix Garage**
Thomas Landolt - *General Manager IBM Switzerland*

Visit of IBM's working environment for customer collaboration IBM Bluemix Garage
Sonia Cyrus - *Practice Leader at the IBM Bluemix Garage*

17:30   **Designing Bold Outcomes for a Digital World**
Phil Gilbert - *General Manager IBM Design*

Many companies are facing the challenge of guiding their company through the digital transformation into a digital world. Phil Gilbert, the General Manager at IBM Design, is doing something extraordinary to meet that challenge. And his actions have the potential to impact the role Design plays within the corporate world for all of us as he is working with senior leadership teams to bring design thinking to the entire organization. We will discuss this massive transformation, the strategies Phil Gilbert is using to create this shift, such as Executive Designcamps, and what this could mean for the future of businesses around the world.

Dinner with a view of the Bay Bridge

18:30   Transfer to the Waterbar San Francisco

19:15   **Dinner in the Bridge Tower Room**

21:00   Transfer to the Fairmont San Francisco

Wednesday, November 1, 2017

AppDynamics LLC Corporate Headquarters in San Francisco

07:45	Transfer to AppDynamics LLC Corporate Headquarters
08:15	**«Made in Switzerland» or «Made in Silicon Valley» – The Story of an EPFL Spin-off Crossing the Path of a Silicon Valley Unicorn**

Olivier Crameri - *Senior Engineering Manager at AppDynamics (former BugBuster, which was the EPFL spin-off founded by Olivier Crameri)*
Dan Wright - *Chief Operating Officer at AppDynamics*
Bhaskar Sunkara - *Chief Technical Officer, Head of Product, and Founding Team Member of AppDynamics*

In this informal, «lessons learned», session we will present the story of a Switzerland based startup getting acquired by a hot Silicon Valley unicorn, itself subsequently acquired by a technology giant.

We will describe the journey of a Swiss entrepreneur, starting with the inception of an idea in an EPFL lab, the creation of a team, the funding, the search for a product/market fit, and culminating with the exit to AppDynamics in 2015.

We will share some of the key elements of the AppDynamics success story leading to the highly anticipated IPO turned into mega acquisition by Cisco in early 2017.

Plug and Play Tech Center in Sunnyvale

09:45	Transfer to the Plug and Play Tech Center - Sunnyvale
10:45	**Tour through the Plug and Play Tech Center** **The Worlds Largest Startup Accelerator**

Saeed Amidi - *Founder and CEO Plug and Play Tech Center*
Damir Bogdan - *Owner Actvide AG and Head of Digitalization and Innovation*

Every year, we review 5,000 startups, invest in over 160, and run industry-specific accelerator programs to help you grow faster.

Within the programs, we connect our 180 corporate partners to the startups that are directly impacting their space. These introductions help both parties thrive together through investments, pilots, acquisitions, and mutual growth.

By seeing which startups work with our partners, we work out the companies worth investing in alongside our 180 leading Silicon Valley VC partners.

Match that with more than 365 networking events per year, office space on demand, and corporate introductions, we have created the ultimate startup ecosystem.

Swisscom Outpost in Palo Alto

12:15	Transfer to the Swisscom Outpost in Palo Alto
13:00	**Lunch**
13:45	**The Swisscom Outpost in the San Francisco Bay Area**

Lukas Peter - *CEO Swisscom Cloud Lab and Head of Outpost Services*
Nicolas Fulpius - *Chief Digital Officer, Swisscom Enterprise Customer*

The Swisscom outpost in Silicon Valley was established in 1998. After a few years in Menlo Park, the office is now located in Palo Alto, just around the corner of Stanford University and the Facebook headquarter.

Initially, the outpost was created to allow on-site observations of the late 90's Internet Hype and its influence on telecommunication. In time, the focus shifted from observation to open innovation.

Stanford University

14:45	Transfer to Stanford University - Levinthal Hall at the Stanford Humanities Center
15:15	Group photo at the entrance of the campus
15:30	**Growing an Innovation Ecosystem: Lessons from Stanford & Silicon Valley**

John Hennessy - *Former President of Stanford University, Director of the Knight-Hennessy Scholars Program, and member of the Board of Alphabet Inc.*

In his lecture, Professor John Hennessy discusses the vital importance of promoting research and innovation in universities and transferring innovations from labs to products.

16:15	**Campus Walking Tour**

Official End of the 7th Parliamentary Seminar by ICTswitzerland

17:15	Transfer to the San Francisco Airport
18:15	Transfer from the Airport to the Fairmont San Francisco
19:15	Departure of the flight to Switzerland

The Speakers
Speakers List

First Name	Last Name	Company/ Association	Position
Saeed	Amidi	Plug and Play Tech Center	Founder and CEO
Forest	Baskett	New Enterprise Association (NEA)	General Partner
Damir	Bogdan	Actvide AG	Owner and Head of Digitalization and Innovation
Mirko	Capodanno	Switzerland Tourism	Manager Western USA
John T.	Chambers	Cisco Systems	Executive Chairman and Former CEO
Olivier	Crameri	AppDynamics	Senior Engineering Manager
		BugBuster (EPFL spin-off acquired by AppDynamics)	Founder
Sonia	Cyrus	IBM	Practice Leader, IBM Bluemix Garage
Gioia	Deucher	Swissnex San Francisco	CEO
Mark	Farrell	San Francisco Board of Supervisors, District 2	Supervisor
Damian	Felchlin	Switzerland Global Enterprise (S-GE), Swiss Business Hub USA	Trade Commissioner
Nicolas	Fulpius	Swisscom (Schweiz) AG	Chief Digital Officer, Swisscom Enterprise Customer
Phil	Gilbert	IBM	General Manager IBM Design
Kian	Gohar	Geolab	Founder
		XPRIZE foundation and Singularity University	Executive Director
		Innovation Partnership Program (IPP)	Founder
Daniel	Graf	Uber	Vice President and Head of Product
John	Hennessy	Stanford University	Former President
		Knight-Hennessy Scholars Program	Director
		Alphabet Inc.	Board Member
Jean	Hoefliger	Alpha Omega Winery	Winemaker and Partner
Toomas Hendrik	Ilves	Republic of Estonia	Former President
		Hoover Institution, Stanford University	Distinguished Visiting Fellow
Goran	Kukic	Nestlé	Vice President Digital Services North America

First Name	Last Name	Company/ Association	Position
Thomas	Landolt	IBM	Country General Manager Switzerland
Christian	Martin	Cisco Systems	Managing Director Switzerland
Michael	Masserman	Lyft	Head of Global Policy and Social Impact
Stephanie	Naegeli	Nestlé	Senior Global Digital Marketing Innovation Manager
Dheeraj	Pandey	Nutanix	Founder, Chairman and CEO
Lukas	Peter	Swisscom (Schweiz) AG	Head of Outpost Services and CEO of Swisscom Cloud Lab
Brian	Purchia	Riff City Strategies	CEO and Founder
		CivicMakers	Co-Founder
Anita	Roth	Airbnb	Head of Policy Research
Knanh Duy	Russo	Office of Strategic Partnerships and Partnerships Office of Mayor Sam Liccardo, City of San Jose	Senior Policy Advisor and Director
Bhaskar	Sunkara	AppDynamics	Chief Technical Officer, Head of Product and Founding Team Member
Hans-Ulrich	Tanner	Consul General of Switzerland in San Francisco	Consulate General of Switzerland in San Francisco
Sandra	Tobler	Futurae Technologies AG	Founder and CEO
Sean	Watson	Catalytik	Founder and Principal
		Innovation Partnership Program (IPP)	President
Dan	Wright	AppDynamics	Chief Operating Officer

Introducing the Speakers

Saeed Amidi

PLUGANDPLAY

Founder and CEO
of the Plug and Play Tech Center

Saeed co-founded the Amidi Group in 1980, a conglomerate of privately-held business enterprises consisting of several domestic and international entities with significant manufacturing, distribution, trading, retail, and real estate holdings.

Saeed has been a technology investor since 1998 and co-founded Amidzad with Pejman and Rahim in 1999. He has been closely involved with many new emerging growth companies, including 3 investments with over $1B valuation: Paypal (acquired by eBay), Lending Club (IPO, Dec 2014) and DropBox.

Saeed founded Plug and Play, the ultimate startup ecosystem, in 2006. Since then, the Plug and Play portfolio has raised over $4B and created thousands of job opportunities in the tech sector.

His Plug and Play vision conceived a multi-national corporate platform for Fortune 1000 companies giving corporations and investors access to the most innovative startup ideas, ranging from pre-seed all the way to public companies.

Currently he co-invests with more than 300 corporations from various industries including Finance, Brand & Retail, IoT, Health, Travel & Hospitality, Mobility, and Insurance.

Saeed is an active member of the tech community and a frequent contributor to numerous charitable foundations. He is also an active member of the Young Presidents Organization (YPO), a world-class network of Fortune 500 CEOs, accomplished serial entrepreneurs, and veteran financial executives.

www.plugandplaytechcenter.com

Forest Baskett

NEA®

General Partner of the
New Enterprise Association (NEA)

Forest Baskett joined NEA in 1999 and is a General Partner. He focuses on IT investments and serves on the Board of Directors for several private companies. Prior to NEA, Forest was SVP of R&D and CTO of Silicon Graphics. He founded and directed the Western Research Laboratory of Digital Equipment Corporation before joining SGI. Prior to that, he was a Professor of Computer Science and Electrical Engineering at Stanford University. Dr. Baskett received a BA in Mathematics from Rice University and a Ph.D. in Computer Science from the University of Texas at Austin.

www.nea.com

Mirko Capodanno

Switzerland.
get natural.

Manager Western USA
at Switzerland Tourism

Native of Lugano, Switzerland, Mirko Capodanno graduated from US High School and Kantonsschule Aarau. He continued his education in the Swiss Aviation Industry, working at Zurich, Geneva, London, and Dubai. Mirko Capodanno joined Switzerland Tourism in 2006 as Director for Canada and started his responsibility for Western USA and Trade Manger in Los Angeles in 2014. Today, Mirko Capodanno is heading the new San Francisco office and in charge of trade marketing activities with tour operators, among others. Mirko Capodanno is fluent in 5 languages and lives in San Francisco (Marin County) with his wife.

www.myswitzerland.com

Damir Bogdan

Owner and Head of Digitalization
of Actvide AG

Damir Bogdan, founder of Actvide AG, consults companies on digitalization and innovation. He is active in Switzerland as well as in Silicon Valley, mentoring FinTech start-ups and organizing strategy workshops for C-Level Executives. Through his consultancy work he builds bridges between European and US companies. Plug and Play - a major accelerator in Silicon Valley – have mandated him as an Ambassador for Europe as well as an Executive in Residence in Sunnyvale, CA. He is a well-booked keynote-speaker on Digitalization, disruption and startups.

Prior to this, Damir Bogdan was a long time CIO & Head of Operations of Raiffeisen, Switzerland's third biggest banking group. In his role as Chairman of the CIO's of the European cooperative banks he led several pan-European initiatives. In his earlier year, he also introduced offshoring from India to Swisscom, founded a near shore development company in southern Europe for Swiss banks.

Damir Bogdan is a Senior Advisor at the Institute of Information Management at the University of St. Gallen and member of the Advisory Board for Information Management for four universities as well as member of several IT committees. He is a co-lead of BlockchainX, an Initiative from ETH ZH and University of St. Gallen building cross-industry blockchain prototypes.

Damir Bogdan holds an Executive MBA of the State University of New York, a Swiss Federal Diploma for Information Management and a Certificate Essentials of Leadership of the London Business School and as well a Certificate in Disruptive Strategies with Clayton Christensen from Harvard Business School.

www.plugandplaytechcenter.com

John T. Chambers

Executive Chairman and Former CEO
of Cisco Systems

As Executive Chairman, John T. Chambers leads the Board of Directors and provides advice and counsel to the CEO and Cisco leadership on the company's strategy, digital transformation and strategic partnerships. He is focused on country digitization and building relationships with government and business leaders

John joined Cisco in 1991 and became President & CEO in 1995, Chairman of the Board & CEO in 2006 to 2015

He holds a Law Degree, a Bachelor of Science, a Bachelor of Arts, a MBA in Finance & Management

www.cisco.com

Olivier Crameri

Senior Engineering Manager
at AppDynamics

Founder of BugBuster
(EPFL spin-off acquired by AppDynamics)

Olivier Crameri is a Senior Engineering Manager. He is responsible for AppDynamic's Synthetic Monitoring product development team. Olivier joined AppDynamics in 2015, following the acquisition by AppDynamics of BugBuster SA, a Switzerland based startup and EPFL spin-off he co-founded. Olivier holds a M.S and Ph.D. in Computer Science from EPFL.

www.appdynamics.com

Gioia Deucher

CEO of swissnex San Francisco

Gioia Deucher is the CEO of
swissnex San Francisco. Her professional journey
has taken her to various countries, from Colombia
and Switzerland to the U.S. and Palestine and Brazil.
Gioia has dedicated the last eight years to foster-
ing cross-continental collaborations to inspire and
strengthen Switzerland's innovation ecosystem.
Before setting out to build the first Latin American
swissnex office in Brazil in 2013, she headed the
Startup and Innovation team at swissnex in San
Francisco, where she has returned as CEO in July of
this year. Gioia holds a Master's degree in Interna-
tional relations from the Graduate Institute (IUHEID)
in Geneva, Switzerland, and a second Master's in
Law and Diplomacy from the Fletcher School in
Medford/Boston, USA.

www.swissnexsf.org

Mark Farrell

Supervisor at the San Francisco Board of
Supervisors, District 2

Supervisor Mark Farrell represents
San Francisco's District 2 on the Board of
Supervisors. His legislative priorities include
advancing policies and projects that address housing
affordability, homelessness, the cost-of-living, public
safety, economic development and improving the
quality of life for all San Franciscans. Sup. Farrell is
spearheading San Francisco's efforts to design and
develop a citywide fiber network. He is also a Man-
aging Director at a venture capital firm he co-found-
ed, Thayer Ventures.

www.sfgov.org

Damian Felchlin

Trade Commissioner at the
Switzerland Global Enterprise
(S-GE) - Swiss Business Hub USA

Damian Felchlin started his professional career as
a trainee at Schwyzer Kantonalbank. Afterwards he
graduated from the Lucerne University of Applied
Science with a major in Accounting and Finance.
To improve his English skills he decided to move to
New York for a six month internship in the food im-
port industry. During the internship he got offered
a full time position at the food import company.
Damian Felchlin was a product manager for around
three years before he joined the Swiss Business Hub
USA (Consulate General of Switzerland in New York).
As a Trade Commissioner he supports and consults
Swiss SMEs entering and expanding the U.S. market.

www.s-ge.com

Nicolas Fulpius

Chief Digital Officer,
Swisscom Enterprise Customer

Active during multiple years in the private
equity and venture capital sector between the US
and Europe, Nicolas Fulpius is an entrepreneur at
heart. Acting CEO and Chairman of several compa-
nies in the Biotech and ICT fields that he created
and developed, Nicolas lately sold Veltigroup, one
of the largest ICT service providers in Switzerland to
Swisscom. Since then, Nicolas Fulpius is in charge at
Swisscom of the solution center Digital Enterprise
Solutions and holds the role of Chief Digital Officer
of Enterprise Customers. He is also member of the
Swisscom Ventures investment committee.

Nicolas recently relocated to the Swisscom Outpost
in the Silicon Valley to explore possibilities to
promote Swiss-based innovations for global go-
to-market. Nicolas Fulpius holds an MBA from the
University of St. Gallen and a Masters in Science in
Engineering from Stanford University.

www.swisscom.com

Phil Gilbert

General Manager IBM Design

As General Manager of IBM Design, Phil Gilbert sets the strategy for and leads the transformation of product design at IBM. Phil joined IBM in 2010 via the acquisition of Lombardi Software where he was President. Phil is a recognized leader in the technology industry and holds multiple patents. In addition to leading three successful start-ups, he is a respected thought leader who regularly shares his expertise on topics of portfolio and software design, design governance, strategy and culture with clients and organizations around the world.

www.ibm.com

Kian Gohar

Founder of Geolab

Executive Director of Singularity University & XPRIZE Foundation

Founder of IPP

Kian Gohar is a futurist, entrepreneur and innovation advisor to the C-suite of over 40 companies in the Fortune 500. Kian founded the world's leading ecosystem for corporate innovation called IPP, a joint venture of the XPRIZE Foundation & Singularity University. His 20-year innovation career spans venture capital, academia and startups around the world. Kian speaks 5 languages, was a Luce Scholar, and is a graduate of Harvard Business School, the London School of Economics, and Northwestern.

www.geolab.com

www.ipp.biz

Daniel Graf

Vice President and Head of Product, Uber

Daniel Graf is the Vice President and Head of Product at Uber, where he is responsible for leading all aspects of the product experience for drivers and riders. Prior to serving as Vice President of Product, he was the Head of Product for Marketplace at Uber and previously served as Vice President Product at Twitter. As Silicon Valley veteran, he also worked at Google, where he was responsible for two of its most successful products: Google Maps and Google Local. Prior to joining Google, he founded Kyte and served as the company's CEO until it was acquired by KIT Digital.

www.uber.com

Jean Hoefliger

Winemaker & Partner of the Alpha Omega Winery

Born and raised in Lausanne, Switzerland, Jean inherited his father's love for wine. The oenophile planned for a career in international finance after a short stint in law school. However, when valuations didn't fascinate him as much as vin, Jean forged a new path. He began his career in wine working for his godfather, who owns one of Europe's oldest wineries, founded in 1536 and located in Epesses, Switzerland.

Pairing his global winemaking experience working for the esteemed estates of Château Lynch-Bages and Château Carbonnieux in Bordeaux, Meerlust Inc., in South Africa, Fonjallaz S.A. in Switzerland and Hartford Court in Sonoma's Russian River with the Swiss degrees in enology and viticulture he earned from the Federal Winemaking School of Changins and in science from the Maturite Federale, Jean brought his skills and enthusiasm to Napa Valley.

www.aowinery.com

John L. Hennessy

Former President of
Stanford University

Director of the Knight-Hennessy
Scholars Program

Member of the Board of
Alphabet Inc.

**Knight-Hennessy Scholars
Stanford University**

John L. Hennessy served as President of Stanford University from September 2000 until August 2016. In early 2016, he announced the Knight-Hennessy Scholars Program, the largest fully endowed graduate-level scholarship program in the world, and after stepping down as president, he became the inaugural Shriram Family Director of the Knight-Hennessy Scholars Program in September 2016.

Hennessy, a pioneer in computer architecture, joined Stanford's faculty in 1977 as an assistant professor of electrical engineering. In 1981, he drew together researchers to focus on a technology known as RISC (Reduced Instruction Set Computer), which revolutionized computing by increasing performance while reducing costs. Hennessy helped transfer this technology to industry. In 1984, he co founded MIPS Computer Systems, now MIPS Technologies, which designs microprocessors. He rose to full professorship in 1986 and was the inaugural Willard R. and Inez Kerr Bell Professor of Electrical Engineering and Computer Science (1987-2004). He has been director of Stanford's Computer Systems Laboratory (1983-1993); dean of the School of Engineering (1996-2000), and university provost (1999-2000). In October 2000, he was inaugurated as Stanford's 10th president.

His honors include the 2012 Medal of Honor of the Institute of Electrical and Electronics Engineers, its highest award; the 2000 Benjamin Garver Lamme Award of the American Society of Electrical Engineers; the 2001 Eckert-Mauchly Award of the Association for Computing Machinery; the 2001 Seymour Cray Computer Engineering Award; a 2004 NEC C&C Prize for lifetime achievement in computer science and engineering, and a 2005 Founders Award from the American Academy of Arts and Sciences. Hennessy earned his bachelor's degree in electrical engineering from Villanova University and his master's and doctoral degrees in computer science from the State University of New York at Stony Brook.

www.knight-hennessy.stanford.edu

Toomas Hendrik Ilves

Former President of Estonia,

Distinguished Visiting Fellow of the Hoover Institution - Stanford University

Co-Chairman of the Global Futures Council on Blockchain Technology working Group at the World Economic Forum (WEF)

During the presidency of Toomas Hendrik Ilves, Estonia became globally known for its leadership in e-governance and ICT. Ilves was appointed to several high positions within the EU and led numerous task forces on ICT policy during his time in office. He currently chairs the World Economic Forum's working group The Global Futures Council on Blockchain Technology, and in 2017 he joined Stanford University as a Visiting Fellow at the Hoover Institution. He was educated in the U.S., receiving a degree from Columbia University and a master's degree in psychology from the University of Pennsylvania.

www.valitsus.ee

Goran Kukic

Vice President Digital Services North America, Nestlé

Goran leads Nestlé's global Digital Consumer Innovation efforts from the technology perspective, finding innovation partners, start-ups and established tech partners.

His current focus is on novel digital technologies, focusing principally on Digital Marketing and e-Commerce, especially through IoT, voice and AR/VR technologies.

www.nestle.com

Thomas Landolt

Country General Manager of IBM Switzerland

Thomas Landolt, born 1964, from Zurich, has been appointed General Manager, IBM Switzerland as of 1st July 2014. Thomas Landolt studied IT at the ETH Zurich and graduated from the Swiss Banking School. He held various management positions at a major financial services provider prior to joining IBM in 1999.

Following diverse managerial functions in both the national and international fields in the role of Consulting Partner, he was appointed leader of the Core Banking Transformation Team in Japan in 2006. At the time of the conclusion of his job in Japan, he was the Client Partner for foreign financial services companies.

As Managing Director from 2009 to 2014, he has been responsible for IBM's worldwide business with the largest finance service provider of Switzerland, where he was able to apply his comprehensive industry expertise.

Thomas Landolt is married and has three children.

www.ibm.com

Michael Masserman

Head of Global Policy & Social Impact, Lyft

Michael Masserman is Head of Global Policy & Social Impact at Lyft, where he leads initiatives related to civic engagement, autonomous vehicles, opening global markets, and smart cities. Prior to Lyft, Michael held senior positions in the Obama Administration and in Obama's 2008 campaign, and began his career practicing international corporate law in New York and Sydney. He has a B.A. from the University of Michigan, a J.D. cum laude from University of California Hastings College of the Law, and is a National Security Fellow with the Truman National Security Project.

www.lyft.com

Christian Martin

General Manager, Cisco Switzerland

Christian Martin has been Cisco Switzerland's General Manager since August 1, 2011. Martin joined Cisco in 1998 as part of a graduate trainee program, and then worked as a systems engineer dealing with service provider customers. During his career at Cisco, Martin's roles have included managing the data center team and serving as regional sales manager for the Swiss key accounts segment. He has more than 15 years of experience in the IT and telecommunications industry, and is a member of the ICT Switzerland management board. Martin originally studied electrical engineering, and in 2009 he completed an executive MBA in general management at the Kellogg School of Management, Chicago. He lives near Zurich with his wife and two sons. He loves to play soccer and tennis, enjoys skiing and running, and is interested in other cultures.

www.cisco.com

Stephanie Naegeli

Senior Global Digital Marketing Innovation Manager, Nestlé

Stephanie Naegeli is Director Marketing and Innovation Food and founder of Nestlé's Silicon Valley Innovation Outpost. This new team was established in 2013 to identify new disruptive ways to engage with consumers and develop digitally-enabled services. Stephanie moved from Switzerland, her country of origin, to California to be closer to the Silicon Valley innovation ecosystem. Before living in California Stephanie spent the last 5 years working for Nestlé in Europe as a brand manager.
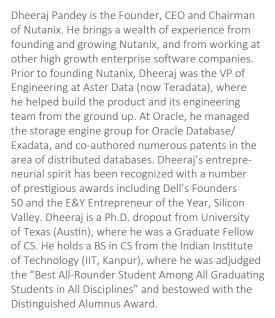
www.nestle.com

Dheeraj Pandey

Founder, CEO and Chairman, Nutanix

Dheeraj Pandey is the Founder, CEO and Chairman of Nutanix. He brings a wealth of experience from founding and growing Nutanix, and from working at other high growth enterprise software companies. Prior to founding Nutanix, Dheeraj was the VP of Engineering at Aster Data (now Teradata), where he helped build the product and its engineering team from the ground up. At Oracle, he managed the storage engine group for Oracle Database/Exadata, and co-authored numerous patents in the area of distributed databases. Dheeraj's entrepreneurial spirit has been recognized with a number of prestigious awards including Dell's Founders 50 and the E&Y Entrepreneur of the Year, Silicon Valley. Dheeraj is a Ph.D. dropout from University of Texas (Austin), where he was a Graduate Fellow of CS. He holds a BS in CS from the Indian Institute of Technology (IIT, Kanpur), where he was adjudged the "Best All-Rounder Student Among All Graduating Students in All Disciplines" and bestowed with the Distinguished Alumnus Award.

www.nutanix.com

Lukas Peter

Head of Outpost Services, Swisscom

CEO of Swisscom Cloud Lab

Lukas Peter is CEO of Swisscom Cloud Lab Ltd. in Palo Alto, California, a subsidiary of Switzerland's leading telecommunication provider Swisscom. Even while studying business administration at the University of St. Gallen, Lukas founded a start-up in the educational sector, which he later sold to a German educational publisher. Based on his own experiences as an independent entrepreneur, his current duties as the CEO of Swisscom's outpost include acquisition and collaboration with innovative start-ups.

www.swisscom.com

Brian Purchia

CEO & Founder of Riff City Strategies

Co-Founder of CivicMakers

Brian Purchia is the CEO and founder of Riff City Strategies and co-founder of CivicMakers. Brian has led some of the most high profile media and public policy efforts over the past decade at the intersection of government and technology. The former head of digital strategy for San Francisco Mayor Gavin Newsom and Change.org spokesman has been called "genuinely innovative," by Craigslist founder Craig Newmark. He was the driving force behind the first open data law and open API in government.

www.riffcitystrategies.com

www.civicmakers.com

Anita Roth

Head of Policy Research at Airbnb

Anita Roth is Head of Policy Research at Airbnb. In this function, she examines the effects and benefits of the Airbnb community in cities around the world. Previously, she was Senior Economist at the planning and engineering company AECOM. As such, she worked as consultant for municipal authorities from the US and Asia and advised them in development issues.

www.airbnb.com

Knanh Duy Russo

Senior Policy Advisor & Director
at the Office of Strategic Partnerships
and at the Partnerships Office of Mayor Sam
Liccardo, City of San Jose

In his role with the City of San Jose, Khanh Duy
Russo develops a shared agenda and tangible strat-
egies with strategic partners to leverage innovation,
community resources and investments for creative
public problem-solving. He previously worked at
Cisco, where he guided global strategy and
implementation of internet and technology-based
solutions addressing critical human needs. He has
also held positions at Silicon Valley Community
Foundation and Kaiser Permanente. He holds a
M.S. in Public Policy and Management from
Carnegie Mellon University, and B.A from Santa
Clara University

www.sanjoseca.gov

Bhaskar Sunkara

Co-Founder, Chief Technology
Officer and Head of Product of AppDynamics

Bhaskar Sunkara is Co-Founder, Chief Technology
Officer and Head of Product of AppDynamics. In this
role, he is responsible for the company's custom-
er-centric product strategy and leads its global
product management and engineering functions.
Mr. Sunkara previously served as AppDynamics' Vice
President of Product Management, and as Director
of Engineering.

Bhaskar earned a B.S. degree in Computer Science
and Engineering from Madras University.

www.appdynamics.com

Hans-Ulrich Tanner

Consul General
of Switzerland,
San Francisco

Hans-Ulrich Tanner began his tour of duty in San
Francisco in September 2014.

After obtaining his baccalaureate degree from the
School of Applied Linguistics at the University of Zu-
rich, Switzerland, he attended the consular trainee
program in Berne and Brussels from 1977 to 1979.
His first assignments as consular secretary were in
Tripoli and Madrid. Between 1985 and 1991 he was
Head of Chancery and Vice-Consul, initially in Naples
and subsequently in San Francisco. In 1992 he was
appointed Deputy Commissioner General of the
Swiss Pavilion at Expo 92 in Seville and was respon-
sible for the organization and supervision of special
events, including specific cultural projects and
the VIP visitor service. From 1993 to 1996 he was
Deputy Consul General in Barcelona. Between 1996
and 2002 he acted as head of recruitment of both
the basic and the advanced training programs for
consular staff at the Federal Department of Foreign
Affairs in Bern. In addition to these responsibilities,
he has actively participated in the development of
new career concepts for the consular service since
1999. From 2002 to the end of 2005 he served as
Consul General in Manchester (UK) and from 2006
to spring 2009 as Head of Mission in Cape Town
(South Africa). His career continued with postings as
Consul General in Genoa (Italy) until October 2010
as well as in Rio de Janeiro until August 2014.

www.eda.admin.ch/sf

Sandra Tobler

FUTURAE F

Co-founder and CEO of Futurae
Technologies AG

Sandra is Co-founder and CEO of Futurae Technologies AG an ETH spin off focusing on cybersecurity that is improving the customer experience via AI.

Sandra is an entrepreneur who worked in the IT space for many years. Sandra is a passionate ecosystem builder bringing people of various backgrounds together. She worked at the WEF, for IBM in international roles in project management, business development, communication and change management. She then joined S-GE where she built the expertise for the IT industry and closely worked with the major IT associations to jointly organize delegations and events to promote Swiss IT technology abroad. In parallel, Sandra consulted Swiss IT companies with internationalization projects.
In 2015, she opened an office in San Francisco for S-GE where she promoted Switzerland as a business location towards tech companies of the US west coast and helped Swiss companies with the market entry into the US.

www.futurae.com

Dan Wright

APP**DYNAMICS**

Chief Operating Officer
at AppDynamics

Dan Wright is AppDynamics' Chief Operating Officer. He joined AppDynamics in April of 2013 and is responsible for corporate operations, including the company's accounting, facilities, finance, IT, legal, people, procurement, project management, and talent acquisition functions.

Dan holds a B.S. degree, magna cum laude, in International Business from Pepperdine University and earned a J.D. degree from Boston College Law School.

www.appdynamics.com

Sean Watson

catalytik

Founder and Principal of Catalytik

President of IPP

Sean Watson is a social entrepreneur, innovation strategist and political consultant who has advised and worked with many of the most influential foundations, nonprofits, startups, and corporations in the world. Through his firm Catalytik, he has built dozens of successful public-private campaigns & initiatives to achieve progressive policy change. At IPP, he helps the C-suite of Fortune 500 companies adapt to the rapid pace of technological change. A graduate of Wesleyan University, Sean is a citizen of he US, UK, and Canada, an Estonian e-resident, and a competitive distance runner.

www.catalytik.com

www.ipp.biz

The Attendees

List of Attendees

First Name	Last Name	Company/ Association	Position
Michael	Bausback	LogObject AG	Head of Sales and Marketing
Damir	Bogdan	Actvide AG	Owner and Head of Digitalization and Innovation
Christine	Bulliard-Marbach	Committee for Science, Education and Culture (CSEC-N) Swiss Parliament	Vice President Member of National Council
Martin	Bürki	Ericsson Switzerland	Managing Director
Giovanni	Conti	Federal Office of Information Technology, Systems and Telecommunication (FOITT)	Director
Fathi	Derder	Agefi Swiss Parliament	Editor in Chief Member of National Council
Raffaello	Dolci	Cisco Systems Switzerland GmbH	Head of Public Services
Peter	Fischer	Federal IT Steering Unit (FITSU)	Director
Thomas	Flatt	SwissICT	President
Stefan	Flückiger	Federal Department of Foreign Affairs (FDFA)	Ambassador
Marc	Furrer	Monti Stampa Furrer & Partners	Senior Partner
Lukas	Gähwiler	UBS AG	Chairman UBS Switzerland
Christophe	Gerber	Elca Informatique SA	Head of Business Line
Hans-Peter	Gier	digitalconcepts.io ag	Owner
Franz	Grüter	green.ch AG ICTswitzerland Swiss Parliament	Chairman of the Board Vice President Member of National Council
Jürg	Gutknecht	Swiss Informatics Society ETH Zurich	President Professor Emeritus
Irène	Harnischberg	Federal Department of Economic Affairs, Education and Research	Media Spokesperson
Jean-Marc	Hensch	Swico	CEO
René	Hüsler	Lucerne University of Applied Sciences and Arts - Department of Information Technology	Director
Eric	Jakob	State Secretariat for Economic Affairs SECO	Ambassador, Head of the Promotion Activities Directorate

First Name	Last Name	Company/ Association	Position
Andreas	Kaelin	ICTswitzerland ICT Vocational Training Switzerland	CEO Chairman
Annalena	Kassner	ICTswitzerland	Head of Project
Lisa	Kneubühler	UBS AG	Communications Specialist
Alessandra	Köchli	ePower - ICT for Switzerland	Deputy General Manager
Florian	Koeppli	Nutanix	Country Manager Switzerland
Daniel	Küng	Switzerland Global Enterprise	CEO
Thomas	Landolt	IBM Switzerland	Country General Manager
Philipp	Metzger	Federal Office of Communications (OFCOM)	Director
Stefan	Metzger	Cognizant Technology Solutions AG Switzerland	Country Managing Director
Thomas D.	Meyer	Accenture Switzerland	Senior Country Managing Director
Ruedi	Noser	Noser Management AG Swiss Parliament	Owner Member of Council of States
Kathy	Riklin	swissICT Swiss Parliament	Board Member Member of National Council
Thilo	Rockmann	LzLabs GmbH	Chairman
Regine	Sauter	Zurich Chamber of Commerce Swiss Parliament	CEO Member of National Council
Francois	Stieger	S-Partners	Member of the Board
Andreas	Stuker	SAP (Schweiz) AG	Director Strategic Alliances & Relations
Sandra	Tobler	Futurae Technologies AG	Founder and Chairwoman of the Board
Thomas	Wüst	ti&m AG	CEO
Walter	Zemp	LzLabs GmbH	Member of the Board
Carl A.	Ziegler	Swiss Export T-LINK MANAGEMENT AG	President Managing Director
Willy	Zwaenepoel	École polytechnique fédérale de Lausanne (EPFL)	Professor

Introducing the Attendees

Michael Bausback

Head of Sales and Marketing at LogObject AG

Michael Bausback is the Director of Business Development at LogObject AG (LO), Zurich. LO is a leading solution provider for end to end mobile field service solutions. With the acquisition of Rola AG, the solution platform was complemented by case management and a command & control solution for the public safety market. LO's standard products are used by leading European telecom providers as well as by other service oriented industries. LO's public safety solutions are used by 20 cantons and police organizations in Switzerland. Michael Bausback worked over 20 years for IBM world-wide. Following this, he was mandated with assignments in the ICT industry like Xerox, Commerce One and Obtree. During the last 15 years, he was instrumental in supporting LogObject's success.

Christine Bulliard-Marbach

Vice President at the Committee for Science, Education and Culture (CSEC-N),

Member of the Swiss National Council

Christine Bulliard-Marbach, born in 1959, represents the Canton of Fribourg in the Swiss National Council (Federal legislature, lower house) since 2011, where she sits for the CDPP (Christian Democratic People's Party). She is married and mother of three children. She is currently Vice-President of the Science, Education and Culture Committee (CSEC-N). As President of the Swiss Working Group for Mountain Regions (SAB), she defends the interests of the Alpine regions, the foothills of the Alps and the peripheral countryside. She began her political commitment in 1996 as Municipal Councilor in Ueberstorf (FR), where she was Mayor from 2006 to 2016. From 2001 to 2011, she sat in the Grand Council of Fribourg (State legislature, unicameral).

Martin Bürki

Country Manager of Ericsson Switzerland AG

After completing his studies in History and Sports Science at the University of Bern, Martin Bürki started his professional career at the Swiss Cancer League. Subsequently, he headed the business cooperation and sponsoring of the charity Terre des hommes in Lausanne. During this time, he also completed an EMBA. After this, he worked as Chairman at Impacta AG in Bern. 2002 - 2007, he worked for Siemens Switzerland, with more than four years as Key Account Manager for the SBB. Since 2008, he is member of the Board of Ericsson Switzerland and since 2011 he acts as Country Manager. He lives in Bern, is married and has a daughter and a son.

Giovanni Conti

Director of the Federal Office of Information Technology, Systems and Telecommunication (FOITT)

Dr. Giovanni Conti is the current Director of the Federal Office of Information Technology (FOITT). Before joining the FOITT, he was a member of Swisscom management from 1999 to 2011. From 1993 to 1999, Giovanni Conti held various managerial positions at SGS Société Générale de Surveillance S.A. Prior to that, he worked at AT&T Bell Laboratories in the United States and at the Swiss Federal Institute of Technology Lausanne as a post-doctoral research fellow and lecturer. He was born in 1963 and lives near Fribourg..

Fathi Derder

Editor in Chief at Agefi

Member of the Swiss National Council

Fathi Derder is Editor-in-Chief of L'Agefi and former Deputy Editor-in-Chief of RTS and has been a member of the National Council since 2011. Moreover, he is a member of the Science, Education and Culture Committee (SECC), where his focus lies on research, technology, and innovation. He sits on the committee of digitalswitzerland and chairs the Foundation Board of the Zukunftsfonds Schweiz (Swiss Fund for the Future). In 2015, he published «The next Google will be Swiss», Editions Slatkine, a book for a swiss policy of innovation.

Raffaello Dolci

Head of Public Services at Cisco Systems Switzerland

Raffaello Dolci is Head of Public Services Team for Central Government, High Education, Healthcare and United Nations. He joined Cisco in 1998 to develop the partners in Suisse Romande. In 2001, he took the Swiss Business Development role on IP-telephony, then engaged to develop outsourcers activities, as well as mobile, cable-operators and utilities focusing on FTTH projects. Since 2011, he is leading the Cisco Switzerland Public Services organization. In an environment of increasing complexity, his mission is to drive digital transformation in Swiss Public Services, for the country to become further attractive for business, efficient for public administration and offer improved quality of life for citizens, thru enhanced and sustainable efficiency, education & healthcare services.

Peter Fischer

Director of the Federal IT Steering Unit (FITSU

Peter Fischer is responsible for the steering of the use of ICT in the Swiss Federal Government since 2007. He is in charge of coordinating the country wide program of E-Government in local communities, cantons, and federal ministries and is responsible for the implementation of the national strategy for the protection of cyber risks. He holds a Master Degree in Law and passed his bar exam in 1986. 1987 – 1992, he worked at the Federal Ministry of Transport, Communications and Energy, focusing on post- and telecommunications policy. 1992 – 2007, he was Deputy General Director of the Federal Office of Communications and Head of the Telecom Services division. In this position, he was responsible for telecommunications regulation. 1999 - 2007, he was lecturer at the University of Freiburg.

Thomas Flatt

President of swissICT

Thomas Flatt is Chairman of the Board of Directors of t.hub ag and member of the Board of Directors of various companies including Netcetera, Q-Real Invest, CSP, Blindflug Studios, Propulsion Academy and others. He started his career as a physician, then worked as management consultant (Boston Consulting), was member of the Swisscom Group Management, and member of the Group Executive Committee of Adecco. Last, he was Board Delegate at Abraxas Informatik AG. He completed his doctorate in Medical Computer Science and earned an MBA from INSEAD in Fontainebleau. He is President of swissICT and since the foundation of the ICTswitzerland umbrella organization, he has been a member of the Board, of which he was Vice-President until 2017.

Stefan Flückiger

Ambassador of the Federal Department of Foreign Affairs (FDFA)

Born in 1958, Stefan Flückiger studied at Zurich and Yale Universities. In 1989, he entered the Swiss Department of Foreign Affairs as career diplomat and worked at World Bank from 1994 to 1997. 1997–2002, he returned to diplomatic service in Bonn and Berlin. In 2002, he joined the private think tank Avenir Suisse in Zurich, responsible for strategy and public policy. In 2006, he was posted to the Swiss Delegation to the OECD in Paris and was promoted to Chief of Mission and to the rank of Ambassador in 2010. In 2014, he returned to the Foreign Affairs Headquarters in Berne as Head of the Division for Sectoral Policies, covering finance, economy, innovation, and environment. Ambassador Flückiger is the Foreign Affairs Department representative to the SBFI Swissnex Board.

Marc Furrer

Senior Partner of Monti Stampa Furrer & Partners

Marc Furrer is Senior Partner and co-owner of Monti Stampa Furrer Partners, a consulting firm for the technology and telecom sectors. 2005 – 2016, He was President of the Federal Communications Commission (ComCom). In 2015, he was Vice-President IRG/BEREC (Independent Regulators Group, the body of European telecom regulators). 2008 – 2012, he was Head of the Postal Regulation Authority. 2013 - 2017 he was President of the Board of the Swiss Ice Hockey Federation. He has been a lecturer at the University of St. Gallen since 2006. In 2007, he was President of FRATEL (the telecom regulation network of French-speaking countries) and in 2003 and 2005 he led the Swiss delegation to the UN World Summit on the Information Society (WSIS). He negotiated the action plan amongst all countries.

Lukas Gähwiler

Chairman UBS Switzerland

Lukas Gähwiler was appointed Chairman UBS Switzerland in 2016. Previously, he was a member of the Group Executive Board of UBS Group AG and served as President UBS Switzerland. As such, he was responsible for private clients, wealth management, corporate and institutional clients, investment banking and asset management. Before, he worked for 20 years in various management positions at Credit Suisse in Switzerland and North America, seven years of which as Chief Risk Officer for Corporate and Private Banking. He holds a Bachelor degree in Business Administration from the University of Applied Sciences, St. Gallen. Moreover, he completed an MBA program in Corporate Finance at the International Bankers School in New York as well as the Advanced Management Program at Harvard Business School.

Christophe Gerber

Head of Business Line at Elca Informatique SA

Christophe Gerber is Head of the Business Line «Defense & CyberSecurity» and the person in charge of the Crisis Response Team at ELCA Informatique SA. After his apprenticeship as an electronics technician in 1993, he joined the Swiss Armed Force and made his way up to become Lieutenant Colonel EMG in the CyberDefense Staff. He visited the School of Engineering and Management Vaud where, in 1999, he graduated as Dipl. Ing. HTL in Informatics. Together with his wife and their three children, he lives in Echandens (VD).

Hans-Peter Gier

Owner of digitalconcepts.io ag

Hans-Peter Gier is a serial entrepreneur in the fin tech space. After completing his MBA at the University of St. Gallen, he has been taking up leading positions as Head of Strategic IT Planning and in Quantitative Portfolio Management Systems at Swiss Bank Corporations. He was the Founder and Managing Partner of Banking Concepts AG, a management consultant firm in the banking sector. After selling a majority stake to his partners, he founded digitalconcepts.io ag for running research and innovation projects and developed it to a management company for startups. Lately, he expanded his activities to blockchain and smart contract technology and is working on digital share registries. On behalf on TA-Swiss, he is conducting a study on the impact or blockchain technology for Switzerland.

Franz Grüter

Chairman of green.ch AG,

Member of the Swiss National Council

Vice President of ICTswitzerland

A qualified electrical engineer, Franz Grüter founded his first company early in his career and has worked in the ICT industry ever since. In 2008, he merged his company – TIC – with green.ch, which he had taken over together with an investment partner. He established the cloud and data center business at green.ch and initiated the construction of the largest commercial data center in Switzerland. As National Counselor, he works to promote a more business-friendly environment for Swiss ICT companies. He is a member of various governing bodies, president of the Finance Sub Committee 1 of the National Council, and Vice President of the ICT umbrella association ICTswitzerland. Business magazine Bilanz has named him one of the 100 digital shapers who are making Switzerland future ready.

Jürg Gutknecht

President of the Swiss Informatics Society

Professor Emeritus at ETH Zurich

Jürg Gutknecht's professional career started in 1967 at the Swissair Computer Department, where he was responsible for the operating systems of their new real time reservation system. From 1970 – 1974, he studied maths at ETH Zurich and was a working student at IBM. After his PhD in 1977 and his teaching certificate in 1978, he became a maths teacher at the Cantonal School Heerbrugg. In 1981, he joined Niklaus Wirth's research team at ETH. After a research stay at Xerox PARC in Silicon Valley 1985, he was nominated Assistant Professor at ETH. From 1988 until his retirement in 2014, he was Professor for Computer Science at ETH Zurich. 2008 - 2012, he was Head of the Computer Science Department and since 2014, he is President of the Swiss Informatics Society.

Irène Harnischberg

Media Spokesperson at the Federal Department of Economic Affairs, Education and Research

Irène Harnischberg is Spokesperson of the Federal Councilor Johann Schneider-Ammann, who himself is Head of the Federal Department of Economic Affairs, Education and Research. In 1993, she started her career at the House of Parliament as parliamentary correspondent for the Associated Press (AP). In 2010, she worked as parliamentary correspondent for Ringier before taking up her current position in 2014. She was born in 1964. Today, she is married and mother of three children.

Jean-Marc Hensch

CEO of Swico

Chairman of the Board of the Zurich Congress Center

Since 2012, Jean-Marc Hensch is Managing Director of Swico, the Swiss Association of ICT-suppliers. He holds a Master of Law degree from the University of Zurich and since 2003, he has been in leading positions in association management. He is known in the ICT industry as a politically committed Twitter user (@sosicles) and as a sharp-tongued columnist writer. Additionally, he is Chairman of the Board of Directors of the Zurich Congress Center.

Eric Jakob

Ambassador and Head of the Promotion Activities Directorate at the State Secretariat for Economic Affairs SECO

Eric Jakob is Head of the Promotion Activities Directorate and member of the Executive Board of the State Secretariat for Economic Affairs SECO. He is responsible for SME, regional and tourism policy as well as for export and location promotion. He started his professional career as Senior Project Leader within the framework of the PTT Initiative, at that time «Communication and Model Community Basel», and as a journalist. In 1993, he was Swiss adviser to Infobest Palmrain, an information and advisory body for cross-border matters in Village-Neuf (France). In 1995, he worked as Assistant General Manager of Regio Basiliensis and the Intercantonal Coordination Office at Regio Basiliensis in Basel. In 2003, he became the General Manager of this organization before joining SECO in 2012.

René Hüsler

Director of the Lucerne University of Applied Sciences and Arts- Department of Information Technology

Prof. Dr. René Hüsler is the Founding Director of the new School of Information Technology at the Lucerne University of Applied Sciences and Arts, which opened 2016. The father of two children earned his PhD at the ETH Zurich in the field of Electrical Engineering. During his studies in Computer Science and after his PhD, he worked for almost 20 years in several companies as engineer, project leader, and as Head of Department and Business Unit. 2002, he joined the Lucerne School of Engineering&Architecture. He developed research activities in computer engineering and tripled the turnover in three years. After five years as Vice-Principal and Head of Research he was appointed as Director in 2010. 2014, he was elected as the Founding Director of the new School of Information Technology.

Andreas Kaelin

CEO ICTswitzerland

Chairman of the ICT Vocational Training Switzerland

Andreas Kaelin is Managing Director of ICTswitzerland, the umbrella organization of the ICT economy. Moreover, he is Chairman of ICT Vocational Training Switzerland and member of the Board of the Nidwaldner Kantonalbank. As founder and sole owner of ICPRO GmbH, he takes on interim and project management, advisory mandates as well as running associations and charitable organizations. He graduated in 1989 with a Master degree in Economics at the University of Basel. He held various positions in industry and in business consultancy in Switzerland and France. 1996 – 2001, he was Head of Business Planning/Controlling for Bank Coop (Basel). 2001 – 2008 he was a member of the Executive Board of the Luzerner Kantonalbank and Head of its Logistics & Services department.

Annalena Kassner

Head of Project at ICTswitzerland

Annalena Kassner has been with ICPRO GmbH since 2013 and takes the Deputy of the Managing Director. As Head of Project Office she is responsible for project management and controlling, as well as for communication and association work. She supports Andreas Kaelin conceptually and operationally with the management of the umbrella organization ICTswitzerland and is responsible for the administrative management of the association, the project management in the area of business and politics as well as the entire communication management. In addition she heads the dossier www.digital.swiss. Annalena Kassner has studied economics at the Freie Universität Berlin with a focus on econometrics, finance, growth and economic policy (Master's degree including thesis in Business Economics, FU Berlin, 2011).

Lisa Kneubühler

Communications Specialist at UBS AG Switzerland

As Communications Specialist at UBS Switzerland, Lisa Kneubühler is responsible for managing and coordinating external and internal communications activities related to the digital transformation of the private & corporate businesses of the Swiss bank. Prior to joining UBS in May 2016, she worked for agencies in both, the public relations and the advertising industry. She holds a Master degree in Management, Organization Studies and Cultural Theory (MOK) of the University of St. Gallen.

Alessandra Köchli

Deputy General Manager of ePower - ICT for Switzerland

Alessandra Köchli is Deputy Director of the initiative «ePower - ICT for Switzerland». She has been working with the Public Affairs Agency furrerhugi since five years. Her focus lies on the monitoring and supervision of political processes. Already during her previous studies of communication science and media research at the University of Freiburg (Master of Arts in Communication and Media Research), she specialized in political debates and their reporting. In addition, she worked as a radio presenter and for the Lonza Group.

Florian Koeppli

Country Manager Switzerland at Nutanix

Florian Koeppli has been Country Manager of Switzerland at Nutanix since September 2014. Before joining Nutanix, he worked for two years as an Enterprise Account Manager at VMware. Prior to that, he worked for seven years in various leading functions at Dell, most recently as Sales Manager for Large Enterprise Switzerland. Further stages of his career included positions at the global HP team for network management and at the Dutch IT services company Getronics. During his studies of electrical engineering at the Fribourg University of Applied Sciences, he has specialized in the field of telecommunications.

Daniel Küng

CEO of Switzerland Global Enterprise (S-GE)

Since 2004, Daniel Küng has been CEO of Switzerland Global Enterprise (S-GE, former Osec) the official Swiss foreign trade promoter. After graduating from the University of St. Gallen, he took up an appointment in 1980 as Executive Assistant to the Board and Office Manager Sales at Mercedes-Benz do Brasil in São Paulo. In 1982, he founded Agrosuisse Ltd. as Managing Partner. This company specializes in consultancy and business management in the agricultural and agro-industrial sectors in Latin America. Five years later, he moved to
Portugal and founded the Response Group in Lisbon, which specializes in attracting foreign companies to Portugal.

Philipp Metzger

Director General of the Federal Office of Communications (OFCOM)

Philipp Metzger has been the Director General of the Swiss Federal Office of Communications since 2014. Before, he was Deputy to the Director of the Telecommunications Development Bureau at the International Telecommunication Union (ITU). He had already held previous positions at OFCOM, including Vice-Director and Head of the Telecom Services Division and Deputy Director General. After passing his bar exam in 1992, he worked in major law firms in Geneva and London. 1996 – 2001, he was Legal Officer at the European Free Trade Association (EFTA) in Brussels and Geneva. He then served as a Senior Corporate Counsel of a US multinational IT corporation company in Amsterdam. 2002, he rejoined EFTA as Director of the Trade Relations Division assisting EFTA States in negotiations with partner countries.

Stefan Metzger

Country Managing Director at Cognizant Technology Solutions AG Switzerland

Stefan Metzger is the Managing Director of Cognizant Switzerland as well as the Business Enablement Leader for Cognizant's Insurance Vertical across Continental Europe. He has more than 25 years of experience as a Sales/Business Unit Manager and Partner in IT and consulting, mainly for financial services and insurance clients. He is board member of ICTswitzerland and Swico. Until the end of 2015, he served as an artillery officer in the Swiss Army. Prior to joining Cognizant, he held various sales management and consulting positions at IBM Corporation across different countries, including Switzerland, Germany, Austria and Central Europe. He holds a BBA from the Zurich University of Applied Sciences and an MBA from Henley Management College in the UK. He is married and has a daughter.

Thomas D. Meyer

Senior Country Managing Director of Accenture Switzerland

Thomas D. Meyer is Country Managing Director of Accenture Switzerland and Accenture Digital ASG lead. He graduated at the University of St. Gallen in Switzerland with a Master degree in Business Administration. During his studies he specialized in organizational matters and management. Mr. Meyer joined Accenture AG in 1987 and was since then involved in projects in corporate consulting. He has over 25 years of experience in the insurance sector and worked with international clients. Today, he works out of Zurich, is married and a father of five children.

Ruedi Noser

Owner of the Noser Management AG

Member of Council of States at the Swiss Parliament

Ruedi Noser is the sole shareholder and member of the Board of Directors of Noser Management AG, the parent company of the Noser Group companies. With 500 employees, Noser Group is one of the biggest ICT companies in Switzerland. Born 1961 in the Canton of Glarus, the liberal entrepreneur was elected in 2003 in the Swiss Parliament as a member of the Swiss National Council. Since November 2015, he represents the interests of the Canton of Zurich in the Swiss Council of States. He stands for the free development of the economy, for the concerns of SME, and for the vocational training. He presides the Swiss Innovation Park, an organization aiming at attracting global corporations and their research and development departments to Switzerland.

Thilo Rockmann

Chairman at LzLabs GmbH

Thilo Rockmann has more than 20 years experience in the information and communications technology industry having served as President and CEO, Managing Director, Group Systems Director and Technology Consultant with many notable companies, including Accenture, Sun Microsystems, Easynet (BSkyB), and JMI Ventures. He holds an MSc in Physics from the University of Hamburg, an MBA from University of Wales in Cardiff and a certification in Company Direction from the Institute of Directors in London.

Kathy Riklin

Board Member of swissICT

Member of National Council of the Swiss Parliament

Kathy Riklin is member of the Swiss National Council and member of the Board of swissICT. After her studies in Geology and Geography, at ETH Zurich, she completed her doctorate in Natural Sciences. She then worked as high school teacher and was member of the administration of the Cantonal Junior College for Adults. 2008-2015, she was member of the Board of University Zurich. In 1982, she became Municipal Assemblywoman of the City of Zurich, where she was President for one year in 2000. Today, she is active in various political fields. Amongst others, she is member of the Foreign Affairs Committee, the Committee for Science, Education, and Culture and member of the Delegation to EFTA / EU-Parliament. Moreover, she is President of the Advisory Body on Climate Change (OcCC).

Regine Sauter

CEO of the Zurich Chamber of Commerce

Member of the Swiss National Council

Regine Sauter studied Economics and Political Science at the University of St. Gallen (HSG) and wrote a doctoral thesis on Swiss data protection law. She also holds an executive MBA from St. Gallen. Since 2012, she has been the CEO of the Zurich Chamber of Commerce, a regional business organization, representing more than 1100 companies from all sectors. Before, she worked in communications and in different positions in the public administration. She is a member of the Liberal-Democratic Party (FDP). In 2015, she was elected to the National Parliament, after serving eleven years in the Cantonal Parliament. She is a member of the Social Security and Public Health Committees (SSHC) and holds various positions in boards of private companies as well as non-profit organizations.

Francois Stieger

Member of the Board of S-Partners

Francois Stieger is a well-known entrepreneur and angel investor in Switzerland. He has held senior operational positions in large corporations and mentored many successful startups. Among other roles, he was Senior Vice President of European, Middle Eastern and African (EMEA) operations at VeriSign, Inc., Managing Director of operations of Southern and Central Europe field operations at Oracle and Venture Partner at Amadeus Capital Partners Limited. He sits on the Advisory Board of the EPFL Faculty of Informatics and Communication, Socrata Inc. in Seattle, member of ICES Foundation (International Centre for Earth Simulation) in Geneva and is member of the Board of Broadvision Corp. in San Francisco.

Thomas Wüst

CEO ti&m AG

Thomas Wüst studied Information Technology at the ETH in Zurich and has been engaged in IT-Consulting, Software Engineering and settlements of projects for over 30 years. In 2005, he founded ti&m AG and since then leads the company as CEO. From 2002 to the beginning of 2005, he was Executive Director of the sd&m AG Switzerland. Before that, he has built the application development area as Business Unitleader in a Swiss consulting agency for six years. He started his professional career as software engineer and later on worked as project manager at the UBS AG in the risk management section.

Andres Stuker

Director Strategic Alliances & Relations at SAP (Schweiz) AG

Andres Stuker has more than 25 years of experience in Management Consulting and IT. After his studies of Engineering at a University of Applied Economics, he took on a professional challenge in the area of IT and Business Applications at Sieber & Partner, a Swiss management consulting company. Later he became Global Engagement Manager in leading IT Companies such as ICL and Digital Equipment Corporation. In 1995, he joined SAP Switzerland, being responsible for managing major customers during their international SAP implementation projects. 1999, he was appointed to the Management Team of SAP Switzerland as COO. In July 2016, he decided to take over the responsibility for strategic partners and relations. He was born in Berlin and lived several years in Asia before moving to Switzerland.

Walter Zemp

Member of the Board at LzLabs GmbH

Walter Zemp is member of the Board at LzLabs GmbH. During his professional career, he has held numerous senior positions in IT and telecom enterprises throughout Europe and has gained a vast amount of experience building and sustaining businesses. He has been a shareholder and served on Boards of leading firms in Switzerland and abroad. Walter was co-founder of the first alternative carrier operator, Plusnet, in Switzerland. He was born in Lucerne, Switzerland, is married and father of two sons.

Carl A. Ziegler

President of swiss export
Managing Director of T-LINK MANAGEMENT AG

Carl Ziegler is CEO of T-LINK, a leading Swiss company for export packaging, industrial- and project transportation, and trade fair logistics. After studying at the University of St. Gallen, he worked as a Credit Risk Officer in the SME recovery team of Credit Suisse. He then became Project Manager in the group development of Swiss Mobiliar and was the Head of Strategic Projects at EURAPCO, an international joint venture of European insurance companies. Since 2004, he has been a Managing Partner at T-LINK. In 2016, he was elected President of the swiss export association, which is a cross-sectoral economic association that represents the interests of companies acting in foreign trade and supports them in export activities. He lives in Uitikon (ZH), is married and father of three daughters.

Willy Zwaenepoel

Professor at École polytechnique fédérale de Lausanne (EPFL)

Willy Zwaenepoel received his BS/MS from the University of Gent, Belgium, and his PhD from Stanford University. He is currently a Professor of Computer Science at EPFL. Before, he has held appointments as Professor of Computer Science and Electrical Engineering at Rice University, and as Dean of the School of Computer and Communication Sciences at EPFL. His interests are in operating systems and distributed systems. He is a Fellow of the ACM and the IEEE, he has received the IEEE Kanai Award and several best paper awards, and is a member of the Belgian and European Academies. He has also been involved in a number of startups, including BugBuster (acquired by AppDynamics), iMimic (acquired by Ironport/Cisco), Midokura and Nutanix (Nasdaq:NTNX).

General Information

Organizer

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Program and organization

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Head of Project Office
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Seminar hotel

Fairmont San Francisco
950 Mason Street
San Francisco, California
USA 94108

Tel. +1 415 772 5000
sanfrancisco@fairmont.com
www.fairmont.de/san-francisco

Arrival and departure points

All seminar participants should meet punctually at the arrival point for a warm welcome, followed by dinner in the Garden Pavilion of the Hotel Fairmont.

Arrival point:
Fairmont Hotel in San Francisco
Sunday, 29 October 2017 at 7:30 PM
(local time, CET -8)

Departure points
San Francisco International Airport or Fairmont San Francisco.
On Wednesday, 1 November the bus will drop the participants off at the Airport at approx. 6:15 PM or at the Fairmont San Francisco at approx. 7:15 PM (local time, CET -8).

Journey to and from the seminar

Participants are responsible for the organization of their return journey and for obtaining all necessary travel documents (ESTA visa).

All transfers, accommodation and board during the seminar are covered by the organizers.

Seminar language

The seminar will be held in German (some talks in English)

Dress code

Business Casual

Gentlemen can leave their ties at home; we recommend that ladies wear comfortable shoes, at least during the day, when we will be on foot in San Francisco, where the streets are very steep. We always recommend bringing a jacket, pullover and scarf since it is often windy in San Francisco and the temperature can fall quickly even when it is sunny. Furthermore, the air conditioning indoors is often very powerful.

Participation fee

The seminar fee of CHF 1,450 includes 3 overnight stays (29 October to 1 November 2017) in the seminar hotel as well as food and beverages during the seminar (breakfast is not included). Participants themselves cover their travel expenses, all additional services in the hotel and use of the minibar.