

2017 Guest Lecture Series “DIGITAL TRANSFORMATION”

TITLE:

Digital Transformation - Why and how firms must adapt the way they do business

SCHEDULE AND GUEST SPEAKERS:

- 21.02.2017 **Swiss Post**
Thierry Golliard, Head of Open Innovation & Venturing
- 28.02.2017 **The Relevent Collective AG**
Florian Wieser, Founder & CEO
- 07.03.2017 **die Mobiliar**
Michel Gicot, Head of Corporate Development
- 14.03.2017 **Swisscom**
Jürgen Ziehfrend, Head of New Business Development - Swisscom Digital
- 21.03.2017 **Migros**
Wolfgang Zimmermann, Senior Customer Experience & Technology Manager
- 28.03.2017 **Ringier AG**
Juan Baron, Chief Digital Officer
- 04.04.2017 **Lufthansa Group**
Kai Hannwacker, Head of Customer Data Development
- 11.04.2017 **UBS Switzerland AG**
Dr. Simon Heimlicher, Project Manager Multichannel Strategy
- 25.04.2017 **SBB**
Peter Kummer, CIO
- 02.05.2017 **McKinsey**
Dr. Sebastian Kerkhoff, Project Manager

LOCATION AND TIME:

University of Zurich, Schönberggasse 9, 8001 Zurich,
Tuesdays, 16:30 – 18:00, SOD-1-102