

WEBINAR DATA DRIVEN

**DISCOVERING NEW  
CHANCES IN THE DATA FIELD**

16 and 18 November 2021, 4 – 5 pm  
23 and 25 November 2021, 4 – 5 pm



Beatrice Bösiger  
and Alexander Trentin  
Finanz und Wirtschaft

**HR**

**TUESDAY, 16 NOVEMBER 2021** Moderator: Beatrice Bösiger

**NEW WAYS OF FINDING  
THE TOP EMPLOYEES**

Think it, Voice it, See it, Act on it

**Rickesh Patel** Master Principal Solution Consultant Oracle

**Data Driven Analytics in HR – Ethical Considerations**

**Prof. Dr. theol. lic. phil. Peter G. Kirchschräger**

University of Lucerne

**FINANCE**

**THURSDAY, 18 NOVEMBER 2021** Moderator: Beatrice Bösiger

**BUILD YOUR DATA-DRIVEN FINANCE**

Looking beyond «Finance as Usual»

**Jürgen Lindner** SVP, Global Marketing Head SaaS Oracle

**How Data is supporting Galderma's Transformation**

**Thomas Dittrich** CFO Galderma

**Finance Transformation Journey**

**Frans Post** CFO De Brauw Blackstone Westbroek

**TECH**

**TUESDAY, 23 NOVEMBER 2021** Moderator: Alexander Trentin

**IMPROVING EFFICIENCY  
IN THE SCOPE OF AGRICULTURE**

Unlocking Opportunities in Agriculture through  
Data Analytics – and what that might mean for you

**Dr. Thierry Bücheler** Head of Innovation Strategy and  
Operations Oracle

**Agriculture 4.0 – The Future of AI in Agriculture**

**Ionut Deaconeasa** IOTG Solution Architect Intel Corporation

**More Data, less Pesticides – the Value Proposition of  
5G-Enabled Precision Farming**

**Alexander Lehrmann** Senior Director Innovation and  
Development Sunrise upc

**CX**

**THURSDAY, 25 NOVEMBER 2021** Moderator: Alexander Trentin

**IMPRESSING YOUR CUSTOMER  
WITH DATA-BASED STRATEGIES**

Data for the Modern Enterprise – Analysis is Good,  
Real-time Action is Better

**Clément Jacquemin** Experience Director Oracle

**Optimizing your Digital Performance by Data-driven  
Always-on Strategy**

**Mike Fuhrmann** CMO Generali Switzerland