

Personal Invitation  
Senior Executive Conference 2024

**Leaders' Insights:  
Acceleration Strategies for Profitable Growth**

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**Macroeconomic Uncertainty and Insurance Market Outlook Europe**

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**Business Transformation and Acceleration Strategies**

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**New Paradigm in Customer Relationships**

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**Leading Insurers Are Having an AI Moment**

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**Leveraging Human Intelligence to Unlock the Power of Data**

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Wednesday, September 25, 2024: Senior Dialogues & Dinner  
Hotel Belvoir, Ruschlikon/Zurich

Thursday, September 26, 2024: Senior Conference  
GDI Gottlieb Duttweiler Institute, Ruschlikon/Zurich

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# Leaders' Insights: Acceleration Strategies for Profitable Growth



**Prof Dr Peter Maas**  
Professor of Management,  
University of St.Gallen

General uncertainty across markets, driven by factors such as inflation, fear of recession, geopolitical tensions and climate change, continues to impact the insurance market. In 2024-2026, insurers will focus on “back to the core” and bottom-line profitability and improving customer retention and adapting to the digital age. Operational resilience and organizational agility are also top priorities to enable insurers to be flexible and responsive to market fluctuations.

Zurich Insurance, one of the world’s largest insurers, has ambitious goals: even more customer focus, growing margins and a return on equity of 20 per cent. How is this possible?

Looking forward, traditional growth paths will be harder, margins will continue to be pressured, and disruption will continue. Insurance leaders need to pull both “Traditional” and “Next Gen” levers at the same time to achieve significant, sustainable cost reductions alongside growth.

In the session ‘New Paradigm in Customer Relationships ‘Addressing the Intermediation Challenge’, we will examine the following questions from various insurance sectors: How is ‘direct-to-customer’ behaviors towards customers changing and where are embedded insurance models the future? Is the omni-channel approach still appropriate?

We also use the example of the automotive industry to show its disruptive shifts and their relevance to the insurance industry. What is meant by “The car talks to the insurance company”?

Insurers and reinsurers have been using data analytics extensively, for actuarial purposes, improving risk selection for underwriting purposes or intelligent triaging of work. We want to highlight experiences in the GenAI journey, illustrated with practical examples of embedding GenAI in insurance. And let Bart De Langhe inspire you with his new bestseller ‘Leveraging Human Intelligence to Unlock the Power of Data’.

The Insurance Conference 2024 will once again address and discuss fundamental questions at the highest level. The participants are senior executives who have been personally invited.

The conference will be bilingual German English (with simultaneous translation).

**InsuranceCom CE-Central Europe – the platform where Senior decision-makers of the Swiss and Central Europe Insurance industry meet and exchange their experiences.**

# Speakers and Panelists



**Bettina Dietsche**  
Chief People and  
Culture Officer,  
Allianz Group



**Conny Kalcher**  
Group Chief Customer  
Officer,  
Zurich Insurance  
Company Ltd



**Patrick Saner**  
Head Macro Strategy,  
Director Swiss Re  
Institute, Swiss Re  
Management Ltd



**Prof Dr  
Bart De Langhe**  
Professor of Marketing  
and Behavioral Scien-  
tist, KU Leuven and  
Vlerick Business  
School



**Patric Deflorin**  
Member of the  
Executive Board,  
Head of Market  
Management,  
Die Mobiliar



**Dr Joy Müller**  
Member of the  
Executive Board, Head  
of Market Department,  
Swica



**Volker Schmidt**  
Member of the  
Executive Board,  
Head of Information  
Technology,  
Swiss Life AG



**Dr Henning Droewe**  
Associate Partner  
Insurance, Porsche  
Consulting GmbH



**Lisa Kondratieva**  
Head AI & Digital  
Solutions,  
ti&m AG



**Ermir Qeli**  
Head Data Science and  
AI, Director, Swiss Re  
Management Ltd



**Dr Stefan Weih**  
Head of Operation  
Digital Transformation,  
Allianz Partners

## Personal Invitation

# Senior Dialogues & Dinner

Exclusive event on the eve of the InsuranceCom CE-Central Europe 2024

Wednesday, September 25, 2024

Hotel Belvoir, Säumerstrasse 37, CH-8803 Ruschlikon/Zurich

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17.00 **Registration**

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17.30 **Senior Dialogues**

Senior Dialogue A (in collaboration with EPAM):

**AI in Claims Processing: Balancing Innovation with Human Insights and Ethical Standards**

Senior Dialogue B (in collaboration with Accenture AG):

**GenAI is a transformational game changer and offers significant benefits - Are Swiss Insurers ready for it?**

Senior Dialogue C (in collaboration with IBM Consulting):

**Forget ChatGPT - Multi-Agent AI Systems for Insurers**

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18.30 **InsuranceCom Aperitif**  
sponsored by tech11 GmbH

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19.30 **InsuranceCom Dinner**

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21.30 **Facultative Nightcap**

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### Premium Partners

Accenture AG | EPAM | IBM Consulting | Salesforce | ti&m AG

Personal registration by [insurancecom.ch](https://insurancecom.ch) › registration. By invitation only. The participation is free of charge. Please register in good time. The number of seats is limited. RSVP.

[www.insurancecom.ch](https://www.insurancecom.ch)



# Thursday, September 26, 2024

## 08.00 Registration & Welcome Coffee & Networking

### 08.30 Welcome and Introduction

Prof Dr Peter Maas, Professor of Management, University of St. Gallen

### 08.40 Macroeconomic Uncertainty and Insurance Market Outlook Europe

Patrick Saner, Head Macro Strategy, Director Swiss Re Institute, Swiss Re Management Ltd

### Business Transformation and Acceleration Strategies for Profitable Growth

09.00 Bettina Dietsche, Chief People and Culture Officer, Allianz Group

Conny Kalcher, Group Chief Customer Officer, Zurich Insurance Company Ltd

## 10.00 Break & 1:1 Networking

### New Paradigm in Customer Relationships: Addressing the Intermediation Challenge

11.00 Patric Deflorin, Member of the Executive Board, Head of Market Management, Die Mobiliar

Dr Joy Müller, Member of the Executive Board, Head of Market Department, Swica

Volker Schmidt, Member of the Executive Board, Head of Information Technology, Swiss Life AG

## 12.10 Lunch & 1:1 Networking

### Disruptive Shifts and Transformation in Mobility

13.40 Dr Henning Droege, Associate Partner Insurance, Porsche Consulting GmbH

### Leading Insurers Are Having an AI Moment

14.10 AI Readiness and Maturity-Check in Insurance

Lisa Kondratieva, Head AI & Digital Solutions, ti&m AG

### Differentiation with the help of Artificial Intelligence

Dr Stefan Weih, Head of Operation Digital Transformation, Allianz Partners

### GenAluse cases in Reinsurance Industry: from hype to reality

Ermir Qeli, Head Data Science and AI, Director, Swiss Re Management Ltd

### Senior Dialogue

### Leveraging Human Intelligence to Unlock the Power of Data

15.20 Prof Dr Bart De Langhe, Professor of Marketing and Behavioral Scientist,

KU Leuven and VlerickBusiness School

## 15.50 Closing and subsequent Apéro

# Important Informations

## Events & Locations

### Senior Dialogues & Dinner

Wednesday, September 25, 2024, 17.00–21.30 hrs

Hotel Belvoir

Säumerstrasse 37, CH-8803 Ruschlikon

Tel. +41 44 723 83 83, [www.hotel-belvoir.ch](http://www.hotel-belvoir.ch)

### Senior Executive Conference

Thursday, September 26, 2024, 08.00–16.30 hrs

GDI Gottlieb Duttweiler Institute

Langhaldenstrasse 21, CH-8803 Ruschlikon

Tel. +41 44 724 61 11, [www.gdi.ch](http://www.gdi.ch)

## Participation

By invitation only. The participation is free of charge.  
Accommodation at one's expense.

## Conference Language

The conference will be bilingual German English  
(with simultaneous translation).

## Registration

On [www.insurancecom.ch](http://www.insurancecom.ch) > Registration

Please register in good time. The number of places is limited.

## Your room reservation

A limited number of rooms are available at Hotel Belvoir and Hotel Sedartis. Under the keyword « InsuranceCom » you will receive a special price when you reserve your room.

### Hotel Belvoir

Tel. +41 44 723 83 83

[info@hotel-belvoir.ch](mailto:info@hotel-belvoir.ch)

### Hotel Sedartis

Tel. +41 43 388 33 00

[info@sedartis.ch](mailto:info@sedartis.ch)

## Organizer

Executive Assistant: Valeria Yehorina

CEO: Sandro Schmid

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Senior Dialogues at Hotel Belvoir



Senior Executive Conference at GDI

## Premium Partners

Accenture AG  
EPAM  
IBM Consulting  
Salesforce  
ti&m AG

## Partner Plus

tech11 GmbH

## Partners

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Aveniq AG  
Blue Mind Consulting AG  
Cleverbee AG  
Deloitte AG  
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Kyndryl Switzerland GmbH  
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UBS Switzerland AG

## Knowledge Partner



University of St.Gallen  
Institute of Insurance Economics



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## Organizer

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