SBS SWISS BUSINESS SCHOOL

STATE-ACCREDITED SWISS

CENTER FOR STRATEGIC CORPORATE FORESIGHT AND SUSTAINABILITY

SBS AI CONFERENCE 2026 · PROGRAM OVERVIEW

AI & THE HUMAN EDGE

From Hype to Strategy

Wednesday, November 25, 2026 | 09:00–17:00 | SBS Swiss Business School, Zurich

TIME	SESSION	SPEAKER(S)	LOCATION
08:30–09:00	**Registration** Open from 08:30		3rd Floor · Foyer
09:00–09:30	**Welcome & Opening Provocation** AI & The Human Edge: Why Most AI Projects Fail—and What to Do About It	Prof. Dr. Bert Wolfs Dr. Aroop Lalla (online)	Auditorium & Room 3.10
09:30–10:00	**Keynote Address** Navigating the Age of Accelerated Transformation: Leadership, Innovation, and Human Potential	Prof. Dr. Kevin J. Jones	Auditorium & Room 3.10
10:00–10:15	**Breakout Rounds Preparation**		Auditorium & Room 3.10
10:15–11:15	**Breakout Round 1 — Deep Dives**		
	A Decode the Future: Finding Opportunity in the Age of AI	Prof. Dr. Kevin J. Jones	Room 3.11 · Floor 3
	B You Be the Judge: Payment Systems & Consumer Financing	Dr. Francisco Colorado	Room 3.10 · Floor 3
	C Market Analysis & Strategic Intelligence	Dr. Randevs Diass	Room 2.09 · Floor 2
11:15–11:30	**Coffee Break**		3rd Floor · Foyer & Student Lounge
11:30–12:30	**Breakout Round 2 — Workshop Sprints**		
	A Build the Advantage: Designing Work That Thrives with AI	Prof. Dr. Kevin J. Jones	Room 3.11 · Floor 3
	B Shock the Plan	Dr. Francisco Colorado	Room 3.10 · Floor 3
	C Data Visualization & Executive Analytics	Dr. Randevs Diass	Room 2.09 · Floor 2
12:30–13:30	**Lunch Break**		
13:30–14:30	**Breakout Round 3 — Presentation & Feedback**		
	A Pitch the Possibility: Presenting the Future of Human-AI Collaboration	Prof. Dr. Kevin J. Jones	Room 3.11 · Floor 3
	B Consult, Enhance, Defend	Dr. Francisco Colorado	Room 3.10 · Floor 3
	C Present & Defend	Dr. Randevs Diass	Room 2.09 · Floor 2
14:30–14:45	**Lightning Pitch Preparation**		Auditorium & Room 3.10
14:45–15:30	**Lightning Pitch Session** *3 × 15 min — facilitator sets the context, students present*		Auditorium & Room 3.10
	A Track A	Prof. Dr. Kevin J. Jones + Student	
	B Track B	Dr. Francisco Colorado + Student	
	C Track C	Dr. Randevs Diass + Student	
15:30–16:00	**Closing Fireside Chat** The Constant in a Changing World: Human Judgment	Prof. Dr. Bert Wolfs Prof. Dr. Haya Ajjan (online)	Auditorium & Room 3.10
16:00–17:00	**Networking Apéro**		3rd Floor · Foyer & Student Lounge

TRACK KEY

A Track A · Room 3.11 · Floor 3 B Track B · Room 3.10 · Floor 3 C Track C · Room 2.09 · Floor 2

Track assignments (A/B/C) are fixed for the day — the same group stays with the same facilitator across all three breakout rounds.