

SBS AI Conference 2026

AI & The Human Edge: From Hype to Strategy

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

Consolidated program for social media preparation.

Program Overview

Time	Session	Speaker(s)
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)
09:30–10:00	Keynote Address: Navigating the Age of Accelerated Transformation: Leadership, Innovation, and Human Potential	Prof. Dr. Kevin J. Jones
10:00–10:15	Breakout Rounds Preparation	
10:15–11:15	Breakout Round 1 — Deep Dives (3 parallel tracks) Track A: Decode the Future: Finding Opportunity in the Age of AI Track B: You Be the Judge: Payment Systems & Consumer Financing Track C: Market Analysis & Strategic Intelligence	Track A: Prof. Dr. Kevin J. Jones Track B: Dr. Francisco Colorado Track C: Dr. Randevis Diass
11:15–11:30	Coffee Break	
11:30–12:30	Breakout Round 2 — Workshop Sprints (3 parallel tracks) Track A: Build the Advantage: Designing Work That Thrives with AI Track B: Shock the Plan Track C: Data Visualization & Executive Analytics	Track A: Prof. Dr. Kevin J. Jones Track B: Dr. Francisco Colorado Track C: Dr. Randevis Diass
12:30–13:30	Lunch Break	
13:30–14:30	Breakout Round 3 — Presentation & Feedback (3 parallel tracks) Track A: Pitch the Possibility: Presenting the Future of Human-AI Collaboration Track B: Consult, Enhance, Defend Track C: Present & Defend	Track A: Prof. Dr. Kevin J. Jones Track B: Dr. Francisco Colorado Track C: Dr. Randevis Diass
14:30–14:45	Lightning Pitch Preparation	
14:45–15:30	Lightning Pitch Session	Track A: Prof. Dr. Kevin J. Jones + Student Track B: Dr. Francisco Colorado + Student Track C: Dr. Randevis 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)
16:00–17:00	Networking Apéro	

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