# AI Conference 2026 - Speaker Biographies



## Prof. Dr. Wolfs

Prof. Dr. Wolfs is the Academic Dean of SBS Swiss Business School. He is one of the first people in Swiss higher education to publicly announce that he embraces AI, but keeps telling everyone that, finally, it is all about cognitive ownership and the human in the loop. Dr Wolfs is a serial entrepreneur and author of several books. His most recent book is called "The Fractured World", and geopolitics is the key theme. AI became a geopolitical theme. His life motto: Work-Life-Learn, daily!

***"Humans remain at the center of AI.*** *AI can process information, identify patterns, and automate tasks, but humans provide creativity, critical thinking, empathy, ethical judgment, and purpose. The future is not simply about AI replacing humans - it is about humans and AI working together to solve problems, create value, and make better decisions.*
*Students should attend the AI Conference to gain practical, real-world insights, connect with leading AI professionals, and explore emerging career opportunities. Through expert sessions, hands-on workshops, and industry demonstrations, students can bridge the gap between classroom learning and the rapidly evolving world of artificial intelligence.*
*We look forward to welcoming you!" –* ***by Prof. Dr. Wolfs***

---



## Dr. Aroop

Dr. Aroop Lalla is a Decision Intelligence practitioner and founder of D2D Intelligence. He holds a Doctorate in Business Administration (Strategy) from the Swiss Business School and has over 25 years of leadership experience, including as a Director at KPMG, advising clients across financial services, aviation, and technology in Europe, Asia, and the US.
He is also the founder of Ingenious Consulting, where he helps leadership teams move from intuition-driven debate to structured Decision Intelligence.
His work is grounded in a simple belief: 'the real value of AI is unlocked not by better algorithms, but by better questions - and a willingness to diagnose before you act.

*"The real challenge with AI isn't the technology - it's the strategy. This conference is about moving beyond the hype to ask the right questions, challenge our assumptions, and find the human edge in a data-driven world. I am looking forward to exploring how we can help you turn AI from a headline into a practical business advantage." –* ***by Dr. Aroop***

---



## Prof. Dr. Jones

Prof. Dr. Kevin J. Jones is an international keynote speaker, AI strategist, educator, and organizational transformation expert who helps leaders navigate the challenges of a rapidly changing world. With more than 37 years of experience spanning higher education, healthcare, telecommunications, consulting, and executive leadership, he brings a unique blend of academic insight and real-world practice to the future of work, leadership, and AI.
As Associate Professor of Management and AI Strategist at Indiana University Columbus, co-chair of Indiana University's Generative AI Task Force, host of the AI and You podcast, and author of the forthcoming CRC Press book The Age of Accelerated Transformation, Prof. Dr. Jones is a leading voice on how organizations can move beyond AI hype to create human-centered strategies for sustainable transformation. Through his globally recognized Age of Accelerated Transformation

(AoAT) framework and keynote presentations delivered across North America, Europe, Africa, the Middle East, and Asia, he equips leaders with practical approaches for thriving in an era of continuous disruption and innovation.

*"As artificial intelligence accelerates change across business and society, moving from hype to strategy requires elevating the human edge in leadership. To address this topic, we welcome global speaker Dr. Kevin J. Jones, management professor and AI strategist at Indiana University, to the SBS AI Conference 2026 in Zurich. In his session, Navigating the Age of Accelerated Transformation: Leadership, Innovation, and Human Potential, Dr. Jones will introduce his practical EMBRACE IT Change Model, giving leaders a clear roadmap to navigate continuous disruption, harness AI, and build adaptive, resilient organizations." –* ***by Prof. Dr. Jones***

---



## Dr. Colorado

Dr Francisco Colorado is Senior Lecturer and Module Leader at BPP University Business School in London, where he designs and teaches postgraduate modules on AI, big data and digital leadership, and serves as one of the institution's AI Ambassadors. He holds a DBA from SBS Swiss Business School, an MSc from MIT as a Sloan Fellow, and is a Fellow of the Higher Education Academy.

Before moving into academia, he spent two decades in senior corporate roles, including Strategy and Planning Director at Mastercard and regional leadership positions at GE across financial services and healthcare. His applied research examines algorithmic bias in generative AI, and his teaching focuses on building the judgment that lets professionals use these tools well rather than merely quickly.

*"There is an easy debate about AI in business that runs between hype and fear, and neither gets you anywhere useful. What interests me is the narrower question: when the machine has produced an answer, who decides whether to act on it, and can they defend that decision in public? We will spend the day on AI in consumer finance, an industry where that question has real consequences." –* ***by Dr. Colorado***

---



## Dr. Diass

Dr. Randevs Diass is a Senior Manager at Accenture Switzerland with over 15 years of international consulting experience in enterprise digital transformation. He advises global clients in the life sciences sector, partnering with pharmaceutical organizations to implement artificial intelligence solutions that optimize operational efficiency and drive measurable business outcomes.

*"Artificial intelligence is transforming business operations at an unprecedented scale. While investments continue to accelerate, aligning technological deployment with tangible commercial results is critical to driving sustainable growth. This conference offers an invaluable platform to analyze macro-level AI shifts across industries, discover strategic frameworks to lead digital transformation, and network with forward-thinking professionals." –* ***by Dr. Diass***

---



## Prof. Dr. Ajjan

Prof. Dr. Haya Ajjan is Dean of the Martha and Spencer Love School of Business at Elon University. She also co-leads Elon's generative AI implementation team and teaches data analytics at the undergraduate and graduate levels.

Named one of the "Top 50 Undergraduate Business Professors" in the United States by *Poets&Quants*, Ajjan studies how technology influences individuals and organizations. Her research has appeared in leading journals, including the *Journal of Business Research* and the *European Journal of Operational Research*. She is also co-author of *Essentials of Marketing Analytics*, 2nd edition, published by McGraw Hill in 2024.

During her tenure at Elon, Ajjan served as the president's Faculty Administrative Fellow and founded the Center for Organizational Analytics. She is a frequent speaker on artificial intelligence and its implications for business education, including engagements with AACSB and Harvard Business Publishing Education.

*"AI is changing the way we teach, learn, and prepare students for the future of work. In higher education, our role is to help students learn how to work with AI while also strengthening the qualities that make them distinctly human: curiosity, judgment, creativity, empathy, and the ability to connect with others. The future is about knowing how to think, ask better questions, make thoughtful decisions, and lead with purpose." – by Prof. Dr. Ajjan*