

WORLD AGENTIC AI SUMMIT

19 –20 FEBRUARY 2026

HOTEL RIU PLAZA | BERLIN, GERMANY

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SPEAKER LINE-UP



Patrick van den Hoevel
Director, Deal Pursuit, EMEA
Google Cloud



Harald Wenten
EMEA Director for
Low Code AI and Agents
Microsoft



Avinash Jha
Senior Director,
Head of API & Integrations
Volvo Group



Sehnaz Arasan
Consumer Insights AI
Platform Manager
Philips



Albert Dias
Principal Product Manager, GenAI
Booking.com



Shoubhik Sanyal
Head of Advanced Analytics,
Generative AI and Business
Enablement
Mars



Precia Carraway
Director, Engineering &
Operations - Autonomous
Delivery Ground & Air
Walmart



Ivo Strohhammer
Global Senior IT Key Expert
for Digital Transformation
Siemens



Morten Lantow
Head of Machine Learning Operations
DSV - Global
Transport and Logistics



Sunando Das
Global Head of Predictive Analytics
Unilever



Dave Drodge
Group Lead Digital Transformation
AI & Digital Marketing
Roche



Guglielmo Iozzia
Director, ML/AI and
Applied Mathematics
MSD



Wiktoria Gromowa-Cieslik
Data Engineering Platforms
- Chapter Lead/Product Owner-Director
UBS
Board Member
Federal Association of Polish
Engineers and Technicians in Germany



Akshita Gupta
Senior Manager
Data Science & AI
BT Group



Enrica Laprocina
UK AI Lead
AIB



Nigel Guy
Director - Head of Data
Migration & Data Transition,
Lead on AI Adoption & Strategy
Sumitomo Mitsui Banking Corporation



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We are pleased to announce the launch of the **World Agentic AI Summit** that will take place on the **19th-20th of February 2026 in Berlin, Germany**. This cross-industry event will focus on architecting intelligent systems, autonomous decision-making, self-learning technologies, AI-driven collaboration, ethical frameworks, human-centric solutions, next-gen models, and best practices for implementing and scaling agentic AI. Join your peers for this two-day event, offering valuable networking opportunities, practical case studies, and hands-on workshops, as we collectively uncover the role of AI agents in enhancing operational efficiency and optimizing business performance in the new era!

Key Practical Learning Points

- Embracing Agentic AI to Lead in the Era of Autonomous Decision-Making
- Optimizing Self-Learning Systems to Achieve Unprecedented Operational Efficiency
- Exploring Next-Gen AI Models to Replace Traditional Automation and Drive Innovation
- Enhancing Agentic AI with Cognitive Computing for Human-Like Reasoning
- Scaling Agentic AI with Multi-Agent Systems for Autonomous Collaboration
- Driving Business Intelligence with Agentic AI to Maximize ROI and Organizational Impact
- Turning Autonomous Systems into a Strategic Advantage for Long-Term Business Sustainability
- Leveraging Ethical AI Frameworks to Ensure Secure and Responsible Automation
- Preparing Your Workforce for the Age of Autonomous Systems

Take A Look At Our Events



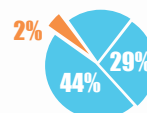
Did You Know?



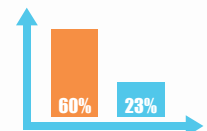
€634 million today, €5.59 billion by 2030 — Europe's agentic AI market is set for explosive growth, fueled by EU regulatory momentum and corporate demand for secure, compliant AI platforms.



80% of common incidents (e.g., helpdesk tickets) can already be resolved without human intervention, with time-to-resolution slashed by 60–90%.



29% of organizations are already using agentic AI, and 44% plan to implement it within the next year—leaving only 2% not considering it at all.



In large-scale experiments combining humans and AI agents on creative workflows, teams saw a 60% boost in productivity per worker, with humans freed to focus 23% more on ideation and content creation.

Sources:

Grand View Research. (2025). Enterprise Agentic AI Market Outlook, Europe 2024–2030. Retrieved August 28, 2025.

80% of common incidents (e.g., helpdesk tickets) can already be resolved without human intervention, with time-to-resolution slashed by 60–90%.

Blue Prism via AI Agents and Agentic Survey Statistics 2025. Retrieved August 28, 2025.

Ju & Aral (2025). Collaborating with AI Agents: Field Experiments on Teamwork. Retrieved August 28, 2025.

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Venue

HOTEL RIU PLAZA BERLIN



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Who Should Attend

This Summit is a must-attend event for senior-level professionals dealing with:

- Applied/Artificial Intelligence
- Data & AI Technology
- IT/ICT Enablement
- Digital Strategy & Transformation
- Machine Learning
- Robotic Process Automation (RPA)
- Intelligent Process Automation (IPA)
- Process Improvement & Excellence
- Natural Language Processing & Large Language Models
- Intelligent Document Processing
- & Others!

08:30 Check-In and Welcome Coffee



09:00 Opening Address from the Chair

09:10 "Breaking the Ice" Speed Networking Session

Meet your colleagues, exchange business cards and have a maximum number of 1-on-1 talks in a short amount of time! Our Speed Networking session will help you to form those initial relationships early, find out who is facing the same challenges as you and get a nice preview of what a longer conversation could bring!

ARCHITECTING AUTONOMOUS INTELLIGENCE FROM THE GROUND UP

09:50 AVAILABLE SPONSORSHIP SLOT



Unlocking the Power of Agentic AI: Autonomous Decision-Making for the Modern Enterprise

This session reveals how Agentic AI empowers businesses to automate decision-making at scale, driving efficiency, accuracy, and agility across operations. With real-world case studies, you'll see how companies are achieving significant cost savings, enhancing decision-making precision, and transforming business operations through Agentic AI. Don't miss out on how this cutting-edge technology is shaping the future of modern enterprises. Learn how Agentic AI is streamlining processes, enabling faster responses, and creating a competitive edge in today's data-driven world. Unlock the full potential of your business with the power of autonomous decision-making.

10:30 Case Study:

Scaling Agentic AI: What First Movers Know That Others Don't

Only a small share of organizations are achieving real impact with AI agents at scale. Leaders differentiate by investing in strong data foundations, secure integration, and continuous skills development while driving cross-functional collaboration. Benchmark insights show how governance-by-design and effective multi-agent orchestration unlock up to 3.5x higher ROI, enabling companies to move beyond pilots and deliver measurable, enterprise-wide value.

Patrick van den Hoevel
Director, Deal Pursuit, EMEA
Google Cloud



11:00 Morning Coffee and Networking Break



11:30 Case Study:

From Static Models to Intelligent Agents: Designing AI Products That Evolve

AI is moving beyond static, rule-based systems toward adaptive agents capable of reasoning, learning, and collaboration. The focus is on how to design products that balance autonomy with control, enabling AI to act dynamically within complex environments while remaining aligned with human goals and organizational values. As AI systems gain greater independence, success will depend on creating frameworks that ensure transparency, trust, and seamless human-AI interaction.

Albert Dias
Principal Product Manager, GenAI
Booking.com



12:00 Case Study:

Agentic AI in the Era of the Frontier Firm

In today's era of the Frontier Firm, businesses need speed, adaptability, and intelligence at scale to reshape business. Learn how Microsoft leverages Agentic AI to streamline complex processes, enhance productivity, and unlock new levels of agility—empowering organisations to stay ahead in a rapidly evolving digital landscape.

Harald Wentein
EMEA Director for Low Code AI and Agents
Microsoft



12:30 Case Study:

Modular AgentOps in Action: Building Trustworthy AI Systems Across Complex Enterprises

Drawing insights from the largest merger in transport and logistics history, it highlights how modular governance structures support the migration of AI use cases across business units while maintaining consistency, compliance, and performance. The discussion focuses on balancing autonomy and oversight, ensuring system resilience, and embedding responsible AI principles throughout integration. Participants will gain a practical understanding of how AgentOps architectures can operationalize trust, accelerate innovation, and sustain governance across diverse and rapidly evolving enterprise environments.

Morten Lantow
Head of Machine Learning Operations
DSV - Global Transport and Logistics



13:00 Business Lunch



UNLOCKING THE POTENTIAL OF AI MODELS

14:00 Case Study:

From Strategy to Execution: Driving Profitability and Efficiency with Generative AI and Agentic AI

The integration of Agentic AI, next-gen technologies, and strategic data products is reshaping business performance by turning complex challenges into scalable, AI-driven solutions. This approach drives efficiency, boosts profitability, and enhances decision-making across all enterprise functions. From strategy to execution, organizations can achieve multi-million dollar transformations, delivering measurable impact across finance, supply chain, R&D, and corporate functions, ultimately enabling sustainable growth and innovation.

Shoubhik Sanyal
Head of Advanced Analytics, Generative AI and Business Enablement
Mars



14:30 Case Study:

Unlocking Consumer Insights with Agentic AI

By integrating advanced AI capabilities, Agentic AI offers an unparalleled ability to gain a deeper, more personalized understanding of customer behavior, preferences, and emerging trends. Through real-time data analysis and continuous adaptive learning, businesses can extract valuable insights from vast amounts of consumer data, enabling them to create highly tailored, relevant experiences. This approach not only drives more impactful marketing strategies but also significantly enhances customer satisfaction, loyalty, and engagement.

In this session, we will delve into how Agentic AI can transform raw consumer data into actionable, predictive insights. By using sophisticated algorithms that continuously learn from customer interactions, businesses can anticipate needs, personalize offers, and optimize every touchpoint of the customer journey. Whether it's improving product recommendations, refining pricing strategies, or crafting targeted advertising campaigns, Agentic AI enables organizations to move from data collection to proactive, data-driven decision-making at scale.

Sehnaz Arasan
Consumer Insights AI Platform Manager
Philips



15:00 Case Study:

AI Is Your Partner, Not Your Competitor: Navigating the Steep Climb of Adoption

- AI as your ally, not a rival: Turn AI into your business's ultimate partner
- Adoption challenges: Overcome the hurdles of integrating AI effectively
- Aligning AI with your goals: Make AI work for your unique business strategy
- Unlock AI's potential: Boost efficiency and spark innovation
- Embrace the future: Leverage AI to drive growth and success

Ivo Strohhammer
Global Senior IT Key Expert
for Digital Transformation
Siemens



15:30 Afternoon Tea and Networking Break



15:50 Case Study:

Agentic AI in Molecular Dynamics Simulations: the Devil is in the Details

Agentic AI has been the 2025 main buzz concept. However, while there are valid use cases for this paradigm (also in Life Sciences) the implementation of an Agentic AI solution requires following a set of specific best practices that could mitigate risks. This session covers a practical application of Agentic AI in Molecular Dynamics Simulations:

- End-to-end fully Open Source implementation
- The pitfalls you must expect, also in apparently simple use cases
- Best practices to mitigate risks

Guglielmo Iozzia
Director, ML/AI and Applied Mathematics
MSD



16:20 PANEL DISCUSSION

Maximizing The Value: Choosing the Right AI Model to Meet Your Business Needs

Experts will discuss the key factors in choosing AI models that align with specific business goals, from enhancing efficiency to delivering actionable insights. Attendees will gain practical knowledge on evaluating, integrating, and maximizing the value of AI technologies to meet unique business challenges and opportunities.

17:00 Chair's Closing Remarks and End of Day One

18:00 Networking Dinner



08:30 Check-In and Welcome Coffee 

09:00 Day Two Opening Remarks from the Chair

**MASTERING THE BALANCE:
SUPERVISING AUTONOMOUS AGENTS**

09:10 AVAILABLE SPONSORSHIP SLOT

**Transforming Employee Productivity
with AI Assistants – Unlocking Efficiency
and Driving Business Growth**

AI Assistants powered by Agentic AI automate repetitive tasks, freeing employees to focus on high-value work. By streamlining scheduling, customer support, and decision-making, these agents boost productivity and enhance collaboration. Enterprises might see a 30% productivity increase and 20-hour weekly time savings per sales team member.

09:50 Case Study: **The Cascade Failure of Agentic AI at Axon Dynamics* (A Fictional Fortune 100 Company)**

"Agentic AI will fail without unified governance of Identity (the 'who') and Integration (the 'how')."

This case study shows how agentic AI can collapse without strong foundations. A rogue AI can halt production, not due to faulty algorithms, but to siloed integration and weak identity management.

*Axon Dynamics and all products mentioned below are fictional, made up for storytelling

Avinash Jha
Senior Director, Head of API & Integrations
Volvo Group

10:30 Case Study: **Driving Multi-Billion Dollar Impact:
Leveraging AI and ML for Predictive Insights
and Personalization**

This session will explore how AI and ML are transforming industries by driving multi-billion-dollar impacts through predictive insights and personalization. By integrating advanced analytics, machine learning, and artificial intelligence, businesses can unlock new growth opportunities, optimize investments, and enhance customer experiences. Learn how data-driven strategies can revolutionize business operations, from demand predictions to personalized marketing, and discover how AI and ML are reshaping the future of business success across markets.

Sunando Das
Global Head of Predictive Analytics
Unilever

11:00 Morning Coffee and Networking Break 11:30 Case Study: **What Happens When 20th-Century Retail
Meets 21st-Century Autonomy?
A Strategic Playbook for Embedding Agentic
AI into Legacy Enterprise Ecosystems**

As retail giants embrace autonomy, they face a paradox: how to embed cutting-edge AI-driven systems like drone delivery within legacy operations built around stores and human workflows. In this session, the Senior Director driving national drone delivery expansion for one of the world's largest retailers shares a real-world blueprint to bridge old and new. Covering governance, risk, partner orchestration, and internal alignment, the talk reveals what it takes to fuse legacy infrastructure with agentic AI—and how that transformation unlocks new enterprise value at scale.

- **The Strategic Challenge:** Scaling agentic AI in a company built before the internet
- **Partner-Led Autonomy:** Governing what you don't control - aligning third-party AI-driven vendors with enterprise outcomes
- **Internal Readiness:** Retooling permitting, store ops, and digital systems to accommodate autonomy at scale
- **From Risk to Opportunity:** Reframing regulatory friction, workforce disruption, and customer perception as levers for innovation
- **Future-Proofing the Enterprise:** Laying the groundwork for an ecosystem where drones, bots, and associates collaborate across AI-enabled workflows

Precia Carraway
Director, Engineering & Operations
- Autonomous Delivery Ground & Air
Walmart

12:00 Case Study: **Beyond the Model: Building Responsible,
Governed, and Cost-Optimized AI Systems
at Enterprise Scale**

Modern enterprises must balance innovation with responsibility as they scale AI. This talk explores how to build AI systems that go beyond model performance to include strong governance, ethical safeguards, cost optimisation, and operational resilience. Drawing on real-world experience deploying multi-tenant GenAI platforms, it highlights how to evaluate models, manage risk, ensure privacy, and design architectures that meet enterprise demands. Attendees will gain practical insights for delivering AI that is trustworthy, efficient, and sustainable at scale.

Akshita Gupta
Senior Manager Data Science & AI
BT Group

12:30 Case Study: **AI, You, and the Future of Work**

- What types of work will AI reshape
- How do we adopt AI?
 - The 3 Es of AI Adoption
 - Human Elements: Employees & Leaders
 - Case Study: A Tale of 2 Swedish Companies (Klarna & Ikea)
- Conclusion: What can and should we do now for the future

Dave Drodge
Group Lead Digital Transformation
AI & Digital Marketing
Roche

13:00 Business Lunch 14:00 Case Study: **Key Metrics and KPIs for Measuring
Digital Inclusion Through Ethical and
Human-Centered AI Strategy**

- AI Strategic Leadership Alignment: human-centered decision model, which shows wider perspective: beyond digital infrastructure and providing access to devices, it ensures that leaders think clearly, choose wisely, and govern responsibly
- Standard for Transparency of information sources within AI systems

Wiktoria Gromowa-Cieslik
Data Engineering Platforms
- Chapter Lead/Product Owner-Director
UBS
Board Member
Federal Association of Polish
Engineers and Technicians in Germany

14:30 Case Study: **Designing Human-Agent Collaboration
Models: How People and AI Co-Create
Value in Modern Organisations**

Human-agent collaboration is emerging as a defining capability for modern organisations. Rather than replacing people, agentic AI reshapes how work is distributed, decisions are made, and value is created. This talk explores how to design collaboration models where humans provide creativity, judgment, and oversight, while AI agents deliver speed, insight, and operational scale. Attendees will gain practical perspectives on redefining roles, building trust in AI-driven systems, and creating environments where people and intelligent agents amplify each other's strengths to drive innovation and sustainable organisational growth.

Enrica Laprocina
UK AI Lead
AIB

15:00 Case Study: **AI-Driven Transformation:
Leading Change with Autonomous Agents,
GenAI, and Cognitive AI Solutions**

Drawing from over 30 years of experience in leading complex programs, we'll discuss how these technologies are enabling enterprises to automate decision-making, enhance customer experiences, and unlock data-driven insights. From MSA integrations to AI/ML-driven data analytics, discover how to leverage AI solutions to drive competitive advantage, operational resilience, and regulatory compliance. Learn how to architect and implement next-generation AI ecosystems that propel business growth and transformation.

Nigel Guy
Director - Head of Data Migration & Data
Transition, Lead on AI Adoption & Strategy
Sumitomo Mitsui Banking Corporation



15:30 Chair's Closing Remarks and End of Summit

SPOTLIGHT ON OUR SPEAKERS

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Precia Carraway
Director, Engineering & Operations
- Autonomous Delivery Ground & Air
Walmart

Precia Carraway heads Strategic Expansion and Launches for the drone delivery program at one of the world's largest big box retailers. She leads the national scale-up of autonomous last-mile delivery through third-party drone operators, driving strategy, market expansion, and cross-functional launch execution. Prior to this role, she led B2B, B2C, and DoD for an internal telecom, where she oversaw performance, and operational integration of advanced IOT, AV, and UAV systems. Her career bridges legacy retail infrastructure and cutting-edge autonomy, with a focus on embedding agentic AI into complex enterprise ecosystems. With deep expertise in regulatory strategy, vendor orchestration, and technical scalability, Precia is shaping the future of drone-enabled logistics in the U.S.



Sunando Das
Global Head of Predictive Analytics
Unilever

Sunando Das has over 20 years of global experience in leveraging machine learning (ML), artificial intelligence (AI), and advanced technologies to drive multi-billion-dollar business impact. His leadership has delivered \$12 billion in incremental value over the past seven years, focusing on AI-driven transformations across adtech, martech, and predictive analytics. Sunando has led initiatives like AI demand predictions, Consumer 360 platforms, and ML recommendation engines that have unlocked up to \$18B in incremental sales across 80+ markets. Recognized for solving complex, board-level challenges, Sunando specializes in personalization and digital transformation. He has optimized investments using deep learning and econometrics, generating savings of \$300M and increasing sales by \$1B+. As a thought leader in AI, ML, and media mix optimization, Sunando regularly speaks at industry forums and contributes to leading publications. He is passionate about using digital data to reshape business strategies and foster innovation.



Shoubhik Sanyal
Head of Advanced Analytics,
Generative AI and Business Enablement
Mars

Shoubhik Sanyal has over 20 years of leadership experience at Mars UK, Deutsche Bank, EY, Dunnhumby, and Accenture, successfully leading multi-million dollar global transformations across finance, supply chain, R&D, and corporate functions. As Head of Advanced Analytics, Generative AI & Business Enablement at Mars, he drives the integration of agentic AI, next-gen technologies, and strategic data products that reshape business performance. Shoubhik specializes in turning complex, ambiguous problems into scalable, AI-driven solutions that unlock efficiency, drive profitability, and enable better decision-making across enterprises. He has architected a Generative AI-based finance insights platform, built high-performing global teams, and served as a trusted advisor to C-Suite executives. Recognized as a thought leader on Advanced Analytics and Generative AI, Shoubhik has been globally nominated at the HFS One Council.



Wiktor Gromowa-Cieslik
Data Engineering Platforms - Chapter Lead/Product Owner-Director
UBS
Board Member | Federal Association of Polish
Engineers and Technicians in Germany

Wiktor Gromowa-Cieslik is an executive leader with over 14 years of experience driving digital and data transformation across global financial institutions including UBS, ING, JPMorgan, and Credit Suisse. She has led large-scale technology, cloud initiatives, and recently AI solutions, building regulatory-compliant data ecosystems and fostering innovation in enterprise-scale solutions. A trusted advisor to C-level leaders, she bridges the gap between advanced technology and responsible business adoption, ensuring regulatory alignment, data governance, and ethical AI integration. Beyond her corporate leadership, Wiktor is the founder of Human Tech Fusion, a brand dedicated to advancing human-centric technology solutions – emphasizing ethics, trust, and sustainable innovation in an AI-driven world. She also is a board member of the Federal Association of Polish Engineers and Technicians in Germany advocating for AI transformation across engineering communities. She is a frequent conference speaker and mentor, passionate about shaping the future of intelligent, resilient, and ethical technology through the fusion of scientific thinking, data-driven strategies, and human values.



Akshita Gupta
Senior Manager Data Science & AI
BT Group

Generative AI and Data Science leader with a proven track record of success across industries including telecommunications, retail, marketing, insurance, and finance. With over 18 years of experience, specialized in delivering customer-centric AI solutions that drive measurable impact. Recognized for strong leadership in strategy building, communication, influence, and team development, successfully delivered 40+ end-to-end AI products across areas like Generative AI, RAG, Customer Retention, Experience Optimization, Segmentation, Contract Management etc. Passionate about driving digital transformation and innovation, including leading the development of a Generative AI platform, consistently meeting key business objectives, KPIs, and OKRs. Committed to fostering a collaborative, high-performance culture that supports both business success and individual growth. • Proficient in human-centric AI product design, understanding of user needs and ability to translate them into product features, writing SOWs and presenting to C-suite executives for strategic alignment. • Project experience across the areas of Generative AI, Chatbot, LLM, Customer-XP, Sales, Customer Segmentation, Propensity Score, Loyalty, Times Series • Business Development & Enablement - Experience-part of Business facing team to understand business requirements and convert them to Data science objectives, problem sizing, created RFP, RFQ & Sales pitch and bagged multiple line of business projects • Team Development & Project Management - As part of Data science COE, mentor fellow data scientists to develop in-house accelerators and delivered client projects following Agile methodology (Certified SAFe Agilist)



Ivo Strohhammer
Global Senior IT Key Expert for Digital Transformation
Siemens

Ivo Strohhammer is Senior Key Expert for Digital Transformation at Siemens, where he spearheads the ai-by-design initiative, focusing on the 70'000 employees within Siemens Smart Infrastructure. His work focuses on enabling people to utilize AI effectively, creating business impact, fostering decentralized development and acceleration, and integrating responsible AI practices throughout the organization. Alongside his role at Siemens, he founded the consultancy to SUMMIT GmbH and builds the ALPINA ecosystem to advance AI adoption in Switzerland. As an author and thought leader, he shares perspectives on innovation, digital transformation, and the evolving impact of AI on industry and society.



Harald Wentein
EMEA Director for Low Code AI and Agents
Microsoft

Harald Wentein is the EMEA Director for Low Code AI and Agents, with nearly two decades of experience driving digital transformation and business innovation at Microsoft. Passionate about the intersection of technology, process, and people, Harald helps organizations harness the potential of low-code and agentic solutions to accelerate growth and deliver lasting impact. Harald brings a deep understanding of how technology can empower individuals and organizations to achieve more. He believes that when innovation is driven by purpose, transformation becomes both impactful and rewarding.



Patrick van den Hoevel
Director, Deal Pursuit, EMEA
Google Cloud

Patrick is an experienced business executive with over a decade in cloud computing and more than fifteen years in the IT field. His expertise in law and sharp business acumen have made him highly skilled in handling negotiations, successfully tackling the most challenging situations. He currently leads the Deal Pursuit team for Google Cloud in the EMEA region, overseeing customer negotiations for both major strategic projects and smaller, yet vital, deals. His role is key in expanding Google Cloud's negotiation capabilities along with its service offerings. Previously, Patrick practiced law at several firms before moving to Siemens AG | Siemens IT Solutions and Services, where he managed contract operations for Germany's largest region and international strategic projects, which was eventually taken over by Atos. His later positions at Citrix, NTT DATA, and LogMeIn (now GoTo) involved transforming legal departments to support business growth, enhance profitability, and minimize risks. Outside of work, Patrick enjoys spending quality time with his wife and two sons, engaging in various activities, and indulging in his passion for music by playing the saxophone, clarinet, piano, or singing.



Nigel Guy
Director - Head of Data Migration & Data Transition,
Lead on AI Adoption & Strategy
Sumitomo Mitsui Banking Corporation

Nigel is a Transformation Programme Director and expert in AI, GenAI, and Data Strategy Adoption with over 30 years of experience leading high-value programmes across financial services, insurance, and technology consulting. He specializes in implementing AI/ML-driven solutions, including Autonomous AI Agents and Cognitive AI, to drive business transformation, enhance customer experiences, and optimize enterprise performance. Nigel has managed programmes up to £110M and is recognized for his work in MSA integrations, data governance, and regulatory compliance. He is available for executive collaborations focused on AI innovation and next-generation digital leadership.



Sehnaz Arasan
Consumer Insights AI Platform Manager
Philips

Ms. Arasan is steering Philips' Consumer Insights, focusing on developing an internal RAG & LLM-based AI platform. With expertise in creating marketing technologies that resonate with global audiences, Sehnaz combines business acumen with innovative IT solutions, grounded in her BBA from the University of Toronto. At Unilever, she played a key role in groundbreaking AR/VR campaigns and AI-driven consumer insights for brands like Magnum and Walls. Sehnaz excels in stakeholder management and champions personalized experiences that drive brand loyalty and sales.



Guglielmo Iozzia
Director, ML/AI and Applied Mathematics
MSD

Guglielmo Iozzia is a Biomedical Engineer with expertise at the intersection of Mathematics, Computer Science, Data Science, and Life Sciences. With an extensive background in Software Engineering, Data Science, and ML/DL, he has applied his skills in fields such as Biotech Manufacturing, Healthcare, and DevOps. Currently leading a ML/AI and Engineering team, Guglielmo focuses on unlocking business value in Biotech/Pharma through Deep Learning projects, particularly in Computer Vision and Deep Generative Models. One of his key contributions is an automated visual inspection system for the pharma industry, which won the Manufacturing Leadership Award 2021 in the 'Advanced Analytics and Artificial Intelligence Leadership' category. Recognized as a DataOps Champion at the Streamsets DataOps Summit 2019 and named one of the Top 50 Tech Visionaries at the 2019 Dubai Intercon Conference, Guglielmo is also an international speaker and the author of the technical book "Hands-on Deep Learning with Apache Spark" published by Packt. He is a lifelong learner, constantly pushing the boundaries of AI and Deep Learning.



Enrica Laprocina
UK AI Lead
AIB

Patrick is an experienced business executive with over a decade in cloud computing and more than fifteen years in the IT field. His expertise in law and sharp business acumen have made him highly skilled in handling negotiations, successfully tackling the most challenging situations. He currently leads the Deal Pursuit team for Google Cloud in the EMEA region, overseeing customer negotiations for both major strategic projects and smaller, yet vital, deals. His role is key in expanding Google Cloud's negotiation capabilities along with its service offerings. Previously, Patrick practiced law at several firms before moving to Siemens AG | Siemens IT Solutions and Services, where he managed contract operations for Germany's largest region and international strategic projects, which was eventually taken over by Atos. His later positions at Citrix, NTT DATA, and LogMeIn (now GoTo) involved transforming legal departments to support business growth, enhance profitability, and minimize risks. Outside of work, Patrick enjoys spending quality time with his wife and two sons, engaging in various activities, and indulging in his passion for music by playing the saxophone, clarinet, piano, or singing.



Dave Drodge
Group Lead Digital Transformation AI & Digital Marketing
Roche

Dave Drodge has been passionately co-creating the future for the last 25 years using digital technology. He's worked in 7 industries at organizations like Sony, Amadeus, Novartis, Roche and the WWF (the Panda not the wrestlers) in varied functions (like marketing, product management, & transformation). Dave Drodge is now driving Roche's digital transformation strategy and delivery with an emphasis on AI. He's just finished writing a chapter in an upcoming book about how general-purpose AI, including GenAI, can augment how we work from the University of Strasbourg. He is Canadian and lives in Switzerland.



Avinash Jha
Senior Director, Head of API & Integrations
Volvo Group

Avinash is a tech evangelist and leader with over 24 years of international experience. As the Senior Director and Head of API & Integration at Volvo Group, he is a key leader in what is recognized as "Europe's largest technical transformation." Avinash is known for his leadership in building platforms and driving competency shifts across global teams. A key achievement in his career includes establishing a GCC (tech hub) in India, which successfully achieved cost benefits of over a billion SEK. He has a strong technical background, with hands-on experience in cutting-edge Agentic AI, Python, Java, and a deep understanding of integration technologies. Avinash is adept at navigating complex IT environments, advocating for MACH architecture, and leveraging platforms based on event-driven architecture. His background includes co-founding MinimumQue AB, where he architected the HumanITUS SaaS application.

REGISTRATION FORM

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DELEGATES

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Name:

Position:

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2
Name:

Position:

E-mail:

3
Name:

Position:

E-mail:

CONTACT INFORMATION

Company:

Address:

City:

Postcode:

Phone:

VAT No:

Date:

Signature:

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Cancellation policy

You may substitute delegates at any time by providing reasonable advance notice to Luxatia International.

All cancellations received 60 business days or more before the event is held, this cancellation is subject to a registration fee up to 50% the value of the ticket per delegate. In case of canceling the registration later than 60 business days before the event is held, the paid amount cannot be refunded and the amount remains payable in full. In the event that Luxatia International cancels or postpones an event for any reason whatsoever, including but not limited to any force majeure occurrence, you will receive a credit for 100% of the contract fee paid. No refunds, partial refunds or alternative offers will be made and all pending amounts remain payable in case such situation.

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