

World ElderTech & UX Summit

22-23 JANUARY 2026

BERLIN, GERMANY



SPEAKER LINE-UP



Anders Rønnebech Jensen
Director CX and
Customer Engagement
Mastercard



Didem Uguz
Global Experience Director
– Payments, Deliveries, Accessibility
H&M Group



Jorge Valenzuela Jiménez
Head of AI, Data Analytics and Application
Innovation - Customer Success
Microsoft



Daniel Devington
Nordic AI Lead & Head of
the Emerging Technologies
McDonald's



Tie Wang-Jones
Global Head of Inclusive Design,
Equity, & Accessibility
IKEA Retail



Dan Ramsden
Creative Director for
User Experience
BBC



Chris Browne
Head of Product Manageme
Tesco



Deirdre Ashe
Managing Director
Bank of Ireland
Insurance Services



Bénédicte le Nindre
UX/UI Strategy Director
Groupe Renault



Kerstin Roesse
Head of User
Experience Design
Siemens



Steven Habbi
Chief Brand Officer, Group
Director Brand and Design
LSEG (London Stock
Exchange Group)



Grégory Saussez
Head of Digital
Solutions and Marketing
NN



Robert Statkiewicz
IT Expert UX Specialist
Roche



Dripta Roy
Head of UX &
UI Design Platform
GRUNDFOS



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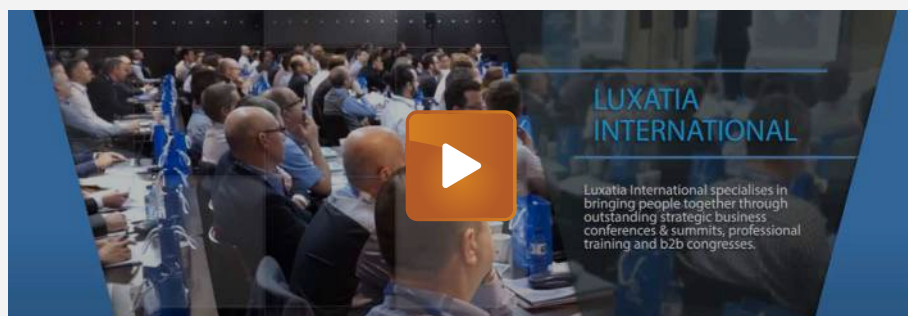


We are excited to announce the launch of the **World ElderTech & UX Summit**, taking place on **January 22-23, 2026**, in **Berlin, Germany**. This groundbreaking two-day event will spotlight the technologies, tools, and strategies redefining aging in a digital world through inclusive design, accessible innovation, and support for everyday independence. The summit will gather leading voices from technology, policy, and business to explore how AI-driven tools, mobile platforms, smart wearables, and intuitive applications are shaping the future of elder care and digital engagement. Attendees will dive deep into real-world innovations, including mobile-enabled mobile applications, AI-powered monitoring systems, universal design for cognitive and physical accessibility, and remote assistants tailored for older adults. This is a unique opportunity to engage with experts, connect with peers, and contribute to the advancement of human-centered technologies—where accessibility, wellbeing, and innovation come together to transform the evolving landscape of elder tech.

Key Practical Learning Points

- Creating Intuitive Mobile App Experiences with Personalized, Accessible AI-Driven Design
- Addressing Physical and Cognitive Barriers Through Universal Design in Digital User Interfaces
- Designing Inclusive Digital Ecosystems That Serve the Unique Needs of Elderly Users
- Enabling Voice-Activated Interactions as Key Digital Touchpoints for Older Adults
- Integrating Assistive Technologies to Promote Senior Independence
- Utilizing Telecom Infrastructure to Deliver AI-Powered Health Monitoring at Scale
- Merging Smart Home Systems with Secure Banking Tools for Safer Financial Access
- Advancing Next-Generation AI Assistants to Support Everyday Tasks and Caregiving
- Navigating Privacy and Data Protection Challenges in Tech-Based Elder Care
- Empowering Seniors Through Structured EU Digital Literacy Training Programs
- Building Trust in Smart Wearable Technologies to Encourage Broader Adoption
- Improving Financial and Digital Literacy to Boost Confidence and Capability in Tech Use

Take A Look At Our Events



Who Should Attend

This summit will gather senior-level professionals with the following areas of expertise:

- Customer Experience (CX)
- User Experience (UX/UI)
- Accessibility & Usability Design
- Compliance & Digital Ethics
- AI Assistants & Voice Interfaces
- Smart Consumer Technology
- Digital Health & Remote Care
- Product & Service Design
- Research & Development (R&D)
- Data Analytics & Human-Centered Insights
- AI & Machine Learning for Aging Populations
- Software & App Development
- & More!

 **X 12+ Industry Case Studies**

 **X 20+ Hours of Networking:** forge new professional contacts during numerous networking breaks between sessions & during the special Networking Dinner on Day 1

 **X 100+ Pages of the Post-Summit Materials** documentation package available upon demand*

Did You Know?

99% of adults aged 50+ own at least one tech device, with an average of seven, including smartphones, smart TVs, laptops, tablets, and wearables.

A study showed that **67%** of seniors rated simplified interfaces with large fonts, single-task screens, and voice navigation as “trustworthy”—compared to just 32% for standard layouts.

68% of older adults believe technology has improved their quality of life, and 48% say using technology makes them feel more independent.

71% of seniors say they feel more confident using digital tools (like tablets or smart TVs) when the interface resembles objects they already know—such as phones or remotes.

Sources:

AARP Research Insights (Tech Trends and Adults 50 Plus, September 2024)

Palominos, P. A., Navarro, L., & Alarcón, M. (2022). The Impact of the Interface on the Perception of Trust of Older Adults Users When Using the Smartphone. In A. Marcus (Ed.), *Design, User Experience, and Usability: UX Research and Design* (Vol. 13306, pp. 164–179)

Linder, J. (2025). *Elderly and technology statistics*. GitnuxReport 2025

Györfi, Z., Boros, J., Döbrössi, B., & Girasek, E. (2022). Older adults in the digital health era: insights on the digital health related knowledge, habits and attitudes of the 65 year and older population. *BMC Geriatrics*, 22, Article 964

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08:30 Check-In and Welcome Coffee 

09:00 Opening Address from the Chair

09:10 "Breaking the Ice" Speed Networking Session

REVOLUTIONIZING ELDERTECH PRACTICES

09:50 AVAILABLE SPONSORSHIP SLOT



Mobile-Enabled Experience: Enhancing Real-Time Access to Digital Services for Seniors

As mobile devices become the primary gateway to services, entertainment, and well-being tools, older adults are increasingly turning to smartphones and tablets for connection and independence. This exclusive sponsorship slot focuses on how brands and technology providers can empower seniors through seamless, real-time mobile experiences that are intuitive, accessible, and dignified.

10:30 Case Study: 

Designing for Clarity: Reducing Cognitive Load Through Inclusive UX

In today's fast-paced digital environments, users are constantly bombarded with choices, information, and interfaces that demand their attention. For older adults and neurodiverse users, this cognitive load can quickly become a barrier to access, confidence, and engagement. Attendees will learn how inclusive UX principles not only support aging populations but also enhance usability for all—leading to products that are clearer, more empathetic, and more effective.

Didem Uguz

Global Experience Director – Payments, Deliveries, Accessibility
H&M Group



11:10 Case Study: 

Empowering Age Through Design: UX Innovation at Siemens *

This case study highlights developing emotionally responsive technologies for aging users. The session provides actionable insights into designing adaptive, mobility-conscious technologies that promote trust, autonomy, and lasting engagement—setting a new benchmark for user experience across age demographics.

Kerstin Roese

Head of User Experience Design
Siemens



11:40 Morning Coffee and Networking Break 

12:00 WORKSHOP 

Inclusive Research Practices

Join us for an insightful workshop exploring Inclusive Research Practices—a vital conversation at the intersection of aging, technology, and human-centered design. We'll discuss how to create equitable, respectful, and truly inclusive research environments that elevate the voices of older adults across diverse backgrounds, abilities, and life experiences. Participants will share real-world challenges, successful strategies, and lessons learned from working with aging populations in both tech development and user experience research.

Robert Statkiewicz

IT Expert UX Specialist
Roche



12:30 Case Study: 

Digital Inclusion & Accessibility: An Approach for Lasting Transformation

The digitalization of the world has created inequities that favor some and marginalize others. That is why it is important that we intentionally build a digital world that reduces biases and fosters equity. Having been part of starting two new inclusion centres of expertise at IKEA Retail, Tie will share about the journey of establishing a digital inclusion centre of expertise from scratch. She will share some of the challenges and wins, and what it takes to drive a digital transformation that serves people and the planet in a lasting and meaningful way.

Tie Wang-Jones

Global Head of Inclusive Design, Equity, & Accessibility
IKEA



13:00 Business Lunch 

CREATING SEAMLESS TECH EXPERIENCES

14:00 Case Study: 

Adaptive Interface Design: Leveraging Machine Learning to Personalize Elder User Experiences

As the aging population becomes increasingly connected, one-size-fits-all digital interfaces fall short. In this forward-looking session, we explore how adaptive design, powered by machine learning, can dynamically tailor user experiences to meet the unique needs of older adults. This talk will delve into the development of intelligent interfaces that learn from user behavior—adjusting layout complexity, interaction timing, text size, and accessibility features in real time. We'll examine how data-driven personalization can enhance usability while maintaining privacy, autonomy, and trust. Through practical examples and early-stage prototypes, participants will gain insight into the ethical and technical considerations of integrating AI into UX for eldercare applications.

Jorge Valenzuela Jiménez

Head of AI, Data Analytics and Application Innovation - Customer Success
Microsoft



14:30 Case Study: 

Designing for Confidence: AI-Powered Simplicity for Aging Users

Tesco developed a simplified app interface for users aged 65+, integrating predictive AI to anticipate user needs—like recurring grocery items, preferred delivery slots, and payment preferences. The system reduced on-screen options and used visual cues to guide decision-making, while AI handled background complexity. This led to a 43% increase in repeat usage among senior users and significantly improved user satisfaction.

Chris Browne

Head of Product Management
Tesco



15:10 Afternoon Tea and Networking Break 

15:30 Case Study: 

How AI Can Reshape Completely Senior Customer Experience If Used Wisely

AI has the power to revolutionize how older adults interact with digital services—if designed with empathy and intentionality. This case study explores how personalized AI, voice interfaces, and predictive assistance can enhance accessibility, reduce friction, and foster trust for senior users. By centering design on dignity, simplicity, and autonomy, AI becomes a powerful ally in improving quality of life and digital inclusion for aging populations.

Grégory Saussez

Head of Digital Solutions and Marketing
NN



16:00 Case Study: 

Emerging Tech, Everyday Impact: Building Digital Touchpoints That Include Aging Users *

AI, voice, and real-time personalization are reshaping consumer expectations—but are older adults being left behind? This session explores how emerging technologies can be harnessed to make digital services more accessible, intuitive, and trustworthy for seniors. From kiosks to mobile apps, learn how thoughtful design and smart tech can bridge the generational divide in digital engagement.

Daniel Devington

Nordic AI Lead & Head of the Emerging Technologies
McDonald's



16:30 PANEL DISCUSSION 

Empowering Seniors Through Technology: Bridging the Digital Gap

Despite rapid digital advancement, a significant gap remains in how older adults access, adopt, and benefit from technology. This panel brings together experts from design, policy, healthcare, and tech innovation to discuss how we can bridge that divide. Panelists will explore the barriers seniors face—from digital literacy and accessibility to trust and usability—and share strategies for creating technologies that are intuitive, respectful, and inclusive.

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

18:00 Networking Dinner 

* TBC

08:30 Check-In and Welcome Coffee 

09:00 Day Two Opening Remarks from the Chair

NAVIGATING DIGITAL TRANSFORMATION

09:10 AVAILABLE SPONSORSHIP SLOT



Navigating Privacy Challenges in Elder Tech: Protecting Data While Improving Services

This sponsored session explores the balance between delivering personalized, AI-enabled services and maintaining the highest standards of privacy and data security for aging users. Attendees will gain insights into designing systems that respect user consent, reduce risk, and align with evolving regulations—while still delivering value through real-time monitoring, predictive tools, and remote care solutions. Learn how responsible innovation can build trust with senior users and their families, ensuring safety and autonomy without compromising privacy.

09:50 Case Study: 

The Business of Healthy Aging

As populations around the world age, the market for healthy aging solutions is growing rapidly, presenting vast opportunities and unique challenges for businesses. This session will explore how companies can innovate and adapt to meet the evolving needs of older adults, focusing on products and services that promote wellness, independence, and quality of life.

Iana Kouris
Managing Director, CX Leader
BCG Platinion



10:30 Case Study: 

Do We Know What They Want?

Through her career lens in the provision of a broad range of Insurance Deirdre will explore the response of Financial Services to the needs of elder customer cohorts drawing on recent developments she has led in one entity which has the purpose of Enabling Customers to Protect What's Important to Them in a regulated and rapidly evolving landscape.

Deirdre Ashe
Managing Director
Bank of Ireland
Insurance Services



11:10 Morning Coffee and Networking Break 

11:30 Case Study: 

Designing Mobility Interfaces for Older Adults: Adaptive Automotive UX Strategies *

As populations age and digital interfaces permeate new mobility services, inclusive design becomes more than compliance—it's a competitive advantage. Attendees will learn how Renault aligns UX strategy with emerging ElderTech needs—focusing on intuitive controls, generational inclusivity, and seamless digital interaction—within the broader context of smart mobility platforms.

Bénédicte le Nindre
UX/UI Strategy Director
Groupe Renault



12:00 Case Study: 

Addressing Trust Impediments: Developing Confidence in Senior-Friendly Technology

This session will explore how product teams can build trust through thoughtful design, transparent data practices, intuitive interfaces, and clear communication. Attendees will learn about the psychological factors behind tech hesitation, the importance of perceived control and safety, and how inclusive UX choices—such as error forgiveness, guided onboarding, and human fallback options—can reduce anxiety and encourage usage. Real-world examples will highlight how brands are successfully designing senior-friendly digital experiences that foster confidence, comfort, and long-term engagement.

Anders Rønnebech Jensen
Director of CX and Customer Engagement
Mastercard



12:30 Case Study: 

Designing User Experiences with a Balance of Humility, Curiosity, and Confidence *

This case study explores the mindset behind exceptional UX design—one that blends humility to listen, curiosity to explore, and confidence to lead with purpose. Focusing on real-world product development scenarios, the session will highlight how embracing user feedback, questioning assumptions, and making informed yet bold design decisions can create experiences that truly resonate. Through practical examples, attendees will gain insight into fostering design cultures that value continuous learning, inclusive collaboration, and human-centric innovation.

Dan Ramsden
Creative Director for User Experience
BBC



13:00 Business Lunch 

14:00 Case Study: 

Demographic-Driven UX: Tailoring Digital Products for Diverse Users

This case study explores how digital products can be designed to effectively serve a wide range of user demographics, with a special focus on inclusivity and adaptability. Dripta Roy will share insights from Grundfos' approach to crafting user experiences that resonate across age groups, cultural backgrounds, and ability levels.

Dripta Roy
Head of UX & UI Design Platform
GRUNDFOS



14:40 Case Study: 

From Clarity to Confidence: Redefining UX for Financial Empowerment in Later Life *

- Simplifying complex systems through visual and interaction design
- Brand messaging strategies that foster empowerment, not overwhelm
- Tone, typography, and usability choices for aging users
- Creating brand ecosystems that promote confidence across ages

Steven Habbi
Chief Brand Officer,
Group Director Brand and Design
LSEG (London Stock Exchange Group)



15:20 Chair's Closing Remarks and End of Summit

* TBC

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Spotlight On Our Speakers

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Tie Wang-Jones

Global Head of Inclusive Design, Equity, & Accessibility
IKEA Retail

Tie Wang-Jones is an open and out neuro-divergent, queer immigrant of color. Born in Beijing, nationalized in the US, and living in the EU for the past 8 years, she has enjoyed experiencing different cultures and how it's made her a better advocate of equity in the world. Tie has been working in the inclusion field for over 20 years as a researcher, consultant, psychologist, and business leader. At IKEA Retail, Tie was part of the first Diversity & Inclusion team, and has since started the company's first Digital Inclusion team. This centre of expertise aims to create more accessible digital solutions, services and content for people of all ages and abilities. Tie believes in using the power of corporations as a force for good in the world.



Robert Statkiewicz

IT Expert UX Specialist
Roche

Robert Statkiewicz is an accomplished UX specialist within Roche's IT organization, combining deep expertise in ethnography, neuro-anthropology, and inclusive design to shape meaningful healthcare solutions. As a PhD candidate at the Institute of Ethnology and Cultural Anthropology at the University of Warsaw, he applies rigorous academic research to drive user-centered innovation in medical contexts. Since April 2020, Robert has focused on designing accessible and participatory experiences in digital healthcare. His professional journey includes earlier roles in applied anthropology and user research at agencies and cultural institutions. Alongside his corporate and academic commitments, he serves on the board of the People & Medicine UX Foundation and facilitates field research workshops at SWPS and the University of Warsaw.



Steven Habbi

Chief Brand Officer, Group Director Brand and Design
LSEG (London Stock Exchange Group)

Steven Habbi is the Chief Brand Officer and Group Director of Brand and Design at LSEG (London Stock Exchange Group), where he leads global brand strategy, visual identity, and experience design across more than two dozen business units. With a career spanning senior roles at HSBC, Digitas, and Critical Mass, Steven brings deep expertise in aligning branding, design systems, and digital engagement across highly regulated industries. At LSEG, Steven's focus is on building an emotionally resonant and future-forward global brand, with a strong emphasis on clarity, trust, and innovation. He is the inventor of integrated frameworks that bring together strategic branding with data-driven and human-centered design, including the use of generative AI and inclusive design principles. His leadership style blends creative vision with strategic business impact.



Didem Uguz

Global Experience Director
– Payments, Deliveries, Accessibility
H&M Group

Didem Uguz is a seasoned experience leader who brings a thoughtful, user-centered approach to the design of complex digital systems. As Global Experience Director at H&M Group, she oversees UX strategy across Payments, Deliveries, and Accessibility—key areas that directly shape the customer journey at scale. Throughout her career, Didem has led cross-functional teams through the full spectrum of the design process, from in-depth research and ideation to prototyping and implementation. She played a pivotal role in designing H&M's web and mobile checkout systems, with a strong focus on usability, consistency, and accessibility. Beyond her project contributions, Didem is a dedicated mentor who fosters a collaborative environment where learning and innovation thrive. She is committed to designing not just for users—but with them.



Anders Rønnebeck Jensen

Director CX and Customer Engagement
Mastercard

Anders Rønnebeck Jensen is a distinguished customer experience leader with over 15 years of impact across customer service, CX strategy, and transformation initiatives. In his current role at Mastercard, Anders leads customer engagement strategies and service experiences, known for uniting emotional intelligence with data-driven tools to deliver lasting impact. He is the inventor of the renowned P-GAP™ (Perception Gap) framework—a system widely implemented at companies such as Fullrate and YouSee. Beyond Mastercard, Anders is a respected author and speaker, offering practical guidance on leadership psychology, CX innovation, and team development. He is known for combining analytical rigor with heartfelt leadership, inspiring others to generate measurable business value through empathetic customer engagement.



Daniel Devington

Nordic AI Lead & Head of the Emerging Technologies
McDonald's

Daniel Devington leads AI strategy and emerging technology initiatives for McDonald's across the Nordic region. With a focus on scalable innovation and customer-centric design, he helps shape the future of digital interaction in one of the world's most recognized brands. His work centers on integrating intelligent systems—such as predictive algorithms, automated service platforms, and adaptive interfaces—into everyday customer experiences. At McDonald's, Daniel has overseen the deployment of technologies that enhance convenience, personalization, and accessibility at scale, ensuring that solutions remain inclusive and intuitive across diverse user groups. His background spans data science, user experience strategy, and operational transformation, making him a key driver in the intersection of AI and human-centered design.



Grégory Saussez

Head of Digital Solutions and Marketing
NN

Grégory Saussez is Head of Digital and Marketing at NN Hungary, where he drives the company's digital transformation and Online business strategy. With over 20 years of experience in IT, business development, and innovation across the insurance and consumer finance sectors, he has led numerous initiatives in customer experience, innovations, and sales growth. Passionate about bridging technology and human needs, he thrives on designing solutions that make life simpler and more engaging for all generations.



Jorge Valenzuela Jiménez

Head of AI, Data Analytics and Application Innovation
– Customer Success
Microsoft

Jorge Valenzuela Jiménez leads Microsoft's AI, Data Analytics, and Application Innovation efforts within the Customer Success organization. With a robust foundation in engineering and artificial intelligence, he drives data-infused transformation across industries—equipping clients to harness cloud-native architectures, predictive analytics, and ML-infused applications.



Dan Ramsden

Creative Director for User Experience
BBC

Dan Ramsden is the Creative Director for User Experience at the BBC, where he leads design thinking and strategy across some of the UK's most trusted digital products. With a background in information architecture and content design, Dan is known for championing clarity, accessibility, and user empowerment at scale. He works across multidisciplinary teams to shape cohesive experiences that serve diverse audiences with purpose and precision. Passionate about storytelling, systems thinking, and inclusive design, Dan regularly speaks at global conferences, sharing insights on designing with integrity, curiosity, and empathy in complex digital environments.



Bénédicte Le Nindre

UX/UI Strategy Director
Groupe Renault

Bénédicte Le Nindre serves as UX/UI Strategy Director at Groupe Renault, where she leads the visionary approach to embedding inclusive and human-centered digital experiences across Renault's customer-facing platforms. Operating within Renault's multidisciplinary Product Design and UX team—which combines design thinking, user research, and agile methodologies—she ensures that emerging mobility technologies are accessible, intuitive, and aligned with evolving demographic needs.



Iana Kouris

Managing Director, CX Leader
BCG Platinion

Iana is a Managing Director at BCG X, the tech build & design unit of BCG. She leads projects across industries focused on customer experience strategy, customer journey redesign, design thinking enablement and digital, agile and human-centered transformations. Iana joined BCG from Nokia & Nokia Bell Labs, where she was leading Transformation by Design and before that was driving Business Operations & Executive Customer Engagement.



Dripta Roy

Head of UX & UI Design Platform
GRUNDFOS

Dripta Roy leads the UX and UI Design Platform at Grundfos, driving innovation in digital product design that prioritizes user-centricity and inclusivity. With extensive experience in creating seamless, accessible interfaces, Dripta focuses on developing solutions that cater to diverse demographics, ensuring technology is intuitive and empowering for all users. His expertise spans across multiple industries and platforms, where he champions the integration of design thinking with emerging technologies to solve complex usability challenges.



Kerstin Roesse

Head of User Experience Design
Siemens

Dr. Kerstin Roesse is a leading expert in user experience design, with over 25 years of experience in usability engineering, cognitive ergonomics, and systems design. She holds a PhD in Mechanical Engineering with a focus on Systems Engineering and Design, and a degree in Cognitive Ergonomics from Humboldt University Berlin. Currently serving as Head of User Experience Design at Siemens Germany, she has also held academic roles, including professorship at TU Kaiserslautern. Her work spans usability management, rehabilitation usability, technology acceptance, and emotionally intelligent interface design.



Deirdre Ashe

Managing Director
Bank of Ireland Insurance Services

Deirdre is a highly experienced Global Senior Executive and Board member with a passion for driving success in diverse business models. She has a proven track record in establishing and leading change and performance in Digital, Customer and Product. Expert in Insurance Models FinTech and InsurTech



Chris Browne

Head of Product Management
Tesco

Chris Browne is an experienced product leader with a proven track record of delivering user-centric innovation at scale. As Head of Product Management at Tesco, he leads cross-functional teams that design and launch digital experiences for millions of customers across retail and services. With a strong focus on accessibility, AI integration, and inclusive design, Chris has championed strategic product development that bridges technology with real human needs—including the fast-growing aging population. His expertise spans omnichannel retail platforms, voice-activated systems, and personalized service delivery for vulnerable and aging user groups. Chris is passionate about applying AI and UX design to make everyday life simpler, safer, and more empowering for all generations.

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