



25 AUGUST 2026
Hotel Arte, Olten



11 CORPORATE SPEAKERS
Senior Product Leaders



1.5 HOURS NETWORKING
Cross-Industry Exchange

MORNING

- 09:00** **WELCOME & INTRODUCTION**
Opening remarks and event overview
- 09:15** **POSTFINANCE**
Juan Carlos Meier | *Solution Product Owner*
The Importance of Stakeholder Alignment in the Digitalization of Customer Processes in Banking

 - Customer-centric digitalisation and automation in banking
 - Aligning stakeholder expectations early
 - Lessons learned from a real transformation initiative
- 09:45** **METRO MARKETS**
Polina Verigo | *Senior Product Manager*
Same PM, Same Challenge, Different Era: How I Built E-Commerce Offer Ranking Before and After AI

 - Building fair and effective ranking systems
 - Product decisions before and after AI
 - Practical lessons for analytical PM work
- 10:15** **FRIENDLYWAY**
Andre Shaurko | *Head of Product*
Reinventing a Pioneer: How Product-Led Growth Can Give Your Business a Second Wind

 - Why successful products lose momentum
 - Prioritisation, focus and product portfolio decisions
 - Bringing startup speed and AI into established businesses



10:45 – 11:30
NETWORKING SESSIONS & COFFEE BREAK
Pre-arranged meetings via networking app

- 11:30** **DIGITEC GALAXUS**
Daniil Lenevskiy | *Product Owner*
A Product Manager's Playbook: AI Across the Entire Product Lifecycle

 - AI support from discovery to delivery
 - Faster prototyping, planning and refinement
 - What AI does well—and where humans still matter
- 12:00** **ABB**
Giovanni Capua | *Global Head of Digital Product Management*
AI in Digital Product Management: From Tools & Experimentation to a Structured Approach

 - Moving beyond experimentation to real usage
 - Why structure matters more than tools
 - Building practical AI capabilities in product teams



13:00 – 14:00
LUNCH BREAK

AFTERNOON

- 14:00** **PHILIP MORRIS INTERNATIONAL**
Arti Buxi | *Head of Customer Experience & B2B Digital Programs*
Product Design for a Multilingual and Multicultural Environment

 - Designing products across languages and cultures
 - Why localisation is a product decision
 - What AI often gets wrong about human communication
- 14:30** **HAMILTON BONADUZ**
Jaime Porta | *Product Owner Digital Sales Tools*
AI in Product & Sales Operations: Real Use Cases Beyond the Hype

 - AI applications creating measurable value
 - Product and sales use cases in practice
 - Common organisational and data challenges



15:00 – 15:45
NETWORKING SESSIONS & COFFEE BREAK
Pre-arranged meetings via networking app

- 15:45** **COOPLE**
Ivan Khokhlov | *VP of Product*
Radical Realignment: Rebuilding a Digital Platform from Scratch for AI, Collaboration and Speed

 - Organising teams for an AI-driven future
 - Rebuilding products for AI-first development
 - Accelerating collaboration and delivery
- 16:15** **ROCHE**
Irina Pajares | *International Product Manager*
How We Leveraged AI to Build a Solid Business and Product Strategy

 - Using AI to strengthen strategic decision-making
 - Connecting business and product strategy
 - Lessons learned from practical implementation

- 16:45** **ANYbotics**
Kateryna Portmann | *Senior Product Manager*
Building AI in the Sandbox: What Product Managers Do When There Is No Playbook

 - Balancing exploration and accountability when users, outcomes, and technology are all uncertain.
 - Lessons from AI experimentation: what drives learning, momentum, and measurable outcomes.
 - Overcoming organisational resistance and creating business value without upfront success criteria.

- 17:15** **CLOSING DISCUSSION & WRAP-UP**
Open discussion, key takeaways and networking continuation.



NETWORKING IS CORE
Participants can schedule one-to-one meetings in advance through the event networking app. Two dedicated networking sessions plus lunch provide ample opportunity to exchange ideas, discuss challenges and build valuable professional connections.