



## Personal Invitation Senior Executive Conference 2023

### Leaders' Insights – Reimagining Insurance

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**Economic and Insurance Market Outlook Europe**

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**Sustainable Insurer: Purpose-Driven Insurance**

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**Customer Value Propositions**

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**Innovation and Resilience in Digital Insurance**

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**How Tech Trends will transform insurance**

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Wednesday, September 27, 2023: Senior Dialogues & Dinner  
Hotel Belvoir, Ruschlikon/Zurich

Thursday, September 28, 2023: Senior Conference  
GDI Gottlieb Duttweiler Institute, Ruschlikon/Zurich

Premium Partners

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**ti&m**

# Leaders' Insights – Reimagining Insurance



**Prof Dr Peter Maas**

Professor of Management,  
University of St.Gallen

Challenging economic conditions and rising geopolitical tensions have forced business executives to pay attention to the decisions made by central banks around the world and political leaders in specific regions. The insurance market has gone from low inflation, low interest rates and integrated global markets to rising inflation, higher interest rates and increased protectionism.

The climate crisis is outpacing the speed at which business leaders are shifting. Climate change requires multilateral response. Zurich Insurance strives to be a leader in helping the world better manage climate risk and improve resilience. Are you getting ready to decarbonize profitably?

New value propositions and business models will vary by lines of business. In life insurance, financial well-being is what customers want, which means insurers must serve as advisors, providing credible guidance and options to help insureds meet their goals. In Non-Life lines, with more protection being delivered automatically via embedded and usage-based offerings, the quality of the service and overall experience becomes much more important than the risk transfer itself.

Digital technologies continue to evolve, the industry has unlocked potential new opportunities to prevent and mitigate risks to make the world more resilient. With access to more granular and even real-time data as a foundation, utilizing Artificial Intelligence (AI) and Machine Learning (ML) is opening up new possibilities for previously inaccessible risk pools, underwriting, risk assessment, claims management and personalized customer experiences.

The conference will provide you with answers and impulses for the challenges in your companies and will once again address and discuss fundamental issues at the highest level. The participants are Senior Executives who have been personally invited.

**InsuranceCom CE-Central Europe – the platform where Senior decision-makers of the Swiss and Central Europe Insurance industry meet and exchange their experiences.**

# Speakers and Panelists



**Alison Martin**  
CEO EMEA (Europe, Middle East & Africa) and Bank Distribution, Zürich Insurance Group



**Dr Pekka Puustinen**  
Deputy CEO, Pohjola Insurance Ltd.



**Christian Hüttenhein**  
Venture Partner and Co-Founder Open Bosch



**Thomas Vellacott**  
CEO WWF Switzerland



**Sabine VanderLinden**  
Co-Founder and CEO, Alchemy Crew



**Dr Arne Holzhausen**  
Global Head Insurance, Wealth and Trend Research, Allianz SE



**Urs Haeusler**  
Head of Investments, Ecosystems and Innovation, die Mobiliar



**Catherine Loeffel**  
Member of the Executive Board, Head of Digitalization and Operations, Visana Group



**Andreea Prange**  
Member of the Executive Board, Head Customer Experience and Strategy, AXA Switzerland



**Mag Xaver Wölfl**  
Member of the Executive Board, COO, Allianz Group Austria



**Dr Alexander Bockelmann**  
Member of the Corporate Executive Committee, Chief Technology Officer, Baloise Group



**Dr Holger Rommel**  
Member of the Executive Board, Head Research and Digital Transformation, ti&m AG



**David Finken**  
Lead Swiss Consumer Studies, University Lucerne

## Personal Invitation

### Senior Dialogues & Dinner

Exclusive event on the eve of the InsuranceCom CE-Central Europe 2023

Wednesday, September 27, 2023

Hotel Belvoir, Säumerstrasse 37, CH-8803 Ruschlikon/Zurich

17.00	<b>Registration</b>
17.30	<b>Senior Dialogues</b> (topic-oriented) chaired by Premium Partners
18.30	<b>InsuranceCom Aperitif</b> sponsored by Senacor Technologies AG
19.30	<b>InsuranceCom Dinner</b>
21.30	Facultative Nightcap

#### Premium Partners

Accenture | Deloitte | EPAM | IBM Consulting | Inacta AG | Salesforce | ti&m

Personal registration by [insurancecom.ch](https://insurancecom.ch) › registration. By invitation only. The participation is free of charge. Please register in good time. The number of seats is limited. RSVP.

[www.insurancecom.ch](https://www.insurancecom.ch)



# Thursday, September 28, 2023

## 08.00 Registration & Networking

### 08.30 Welcome and Introduction

Prof Dr Peter Maas, Professor of Management, University of St.Gallen

### 08.40 Economic and Insurance Market Outlook Europe

Dr Arne Holzhausen, Global Head Insurance, Wealth and Trend Research, Allianz SE

### 09.10 Leaders' Insight – Sustainable Insurer: Purpose Driven Insurance

Alison Martin, CEO EMEA (Europe, Middle East & Africa) and Bank Distribution, Zurich Insurance Group

Thomas Vellacott, CEO, WWF Switzerland

#### Senior Dialogue

## 10.10 Break & 1:1 Networking

### 11.10 Leaders' Insight – Customer Value Propositions

#### **Keynote: Customer Experience as a Strategy**

Dr Pekka Puustinen, Deputy CEO, Pohjola Insurance Ltd.

#### **Customer Behaviour along the Customer Journey**

*Key Takeaways of Swiss Insurance Monitor 2023*

David Finken, Lead Swiss Consumer Studies, University Lucerne

#### Senior Dialogue

Urs Haeusler, Head of Investments, Ecosystems and Innovation, die Mobiliar

Catherine Loeffel, Member of the Executive Board,  
Head of Digitisation and Operations, Visana Group

Andreea Prange, Member of the Executive Board,  
Head Customer Experience and Strategy, AXA Switzerland

## 12.30 Lunch & 1:1 Networking

### 14.00 Leaders' Insights – Innovation and Resilience in Digital Insurance

#### **Venture Clienting - minimally invasive transformation through startups**

Christian Hüttenhein, Venture Partner and Co-Founder Open Bosch

#### Senior Dialogue

Sabine VanderLinden, Co-Founder and CEO, Alchemy Crew

#### **How Tech Trends will transform insurance**

Dr Holger Rommel, Member of the Executive Board,  
Head Research and Digital Transformation, ti&m AG

#### **Data-driven Insurance, Claims Automation and Customer Experience**

Mag Xaver Wölfl, Member of the Executive Board, COO, Allianz Group Austria

#### **Data-driven insurance, Data Value and AI**

Dr Alexander Bockelmann, Member of the Corporate Executive Committee,  
Chief Technology Officer, Baloise Group

#### Senior Dialogue

## 16.00 Closing and subsequent Apéro

# Important Informations



Hotel Belvoir

## Events & Locations

### Senior Dialogues & Dinner

Wednesday, September 27, 2023, 17.00–21.30

Hotel Belvoir

Säumerstrasse 37, CH-8803 Ruschlikon

Tel. +41 44 723 83 83, [www.hotel-belvoir.ch](http://www.hotel-belvoir.ch)

### Senior Conference

Thursday, September 28, 2023, 08.00–16.30

GDI Gottlieb Duttweiler Institute

Langhaldenstrasse 21, CH-8803 Ruschlikon

Tel. +41 44 724 61 11, [www.gdi.ch](http://www.gdi.ch)

## Participation

By invitation only. The participation is free of charge.  
Accommodation at one's expense.

## Conference Language

The conference will be bilingual German English  
(with simultaneous translation).

## Registration

On [www.insurancecom.ch](http://www.insurancecom.ch) > Registration

Please register in good time. The number of places is limited.

## Your room reservation

A limited number of rooms are available Disposal. Under the keyword « InsuranceCom » you can obtain a special price.



GDI Gottlieb Duttweiler Institute

### Hotel Belvoir

Tel. +41 44 723 83 83

[info@hotel-belvoir.ch](mailto:info@hotel-belvoir.ch)

### Hotel Sedartis

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## Organizer

Event Operation Professional: Anja Cyperski

CEO: Sandro Schmid

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Institute of Insurance Economics



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