



## Tuesday 17th

17:00 → 20:00

Networking event at the Olympic Museum with keynote speakers

Events that are on invitation only

14:00 → 17:00

R&D Programme

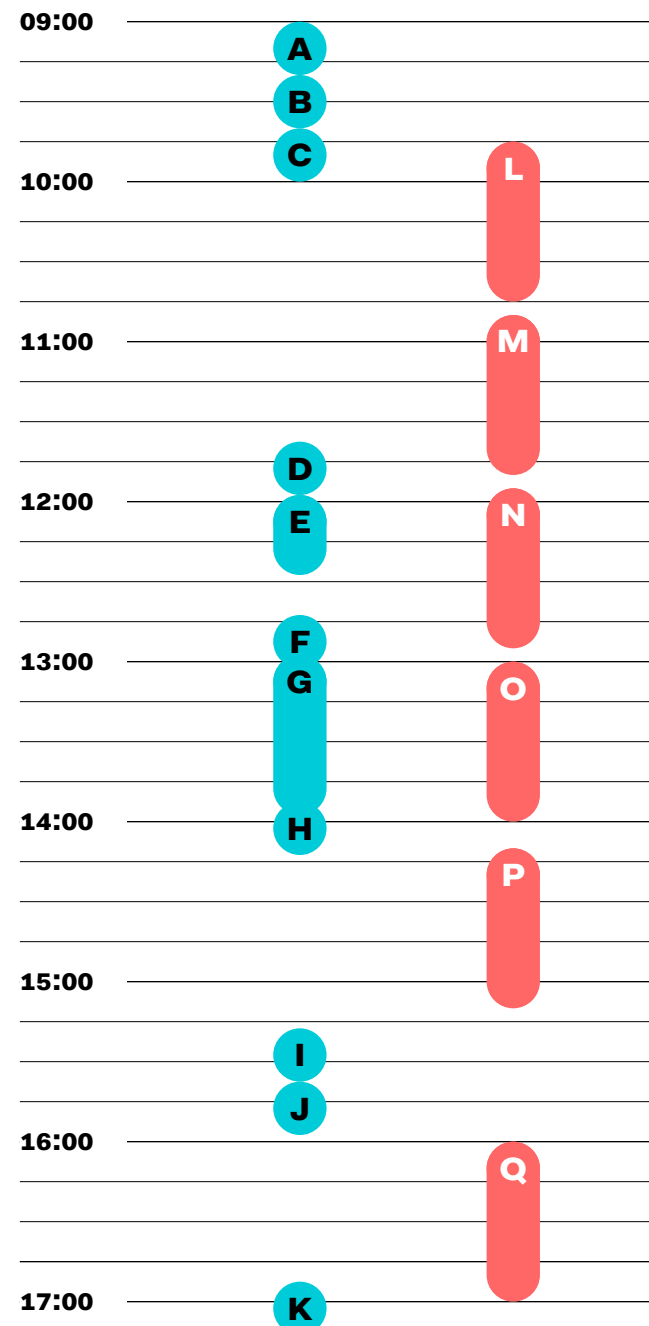
14:00 → 17:00

Sport Innovation Group

14:00 → 17:00

ASOIF Group meeting

## Wednesday 18th



Programme subject to change.

### MAIN STAGE

**A** 09:00 → 09:15  
Opening & Keynote

**B** 09:15 → 09:35  
Workforce of the Future

**C** 09:35 → 09:55  
Digital Revolution

**D** 11:40 → 11:50  
Adaptive Sports

**E** 11:55 → 12:25  
What is an *Innovation Activity*

**F** 12:45 → 12:55  
Activity & Social Impact

**G** 12:55 → 13:55  
Air Quality & Sport Challenge

**H** 13:55 → 14:05  
Future of Fan Engagement

**I** 15:15 → 15:35  
Gen Z · Millenials · Boomers · etc.

**J** 15:35 → 15:55  
Investment Trends in Sport

**K** 17:00 → 17:05  
Goodbye

### FISHBOWL

**L** 09:45 → 10:45  
Shaping and Retaining the Workforce of the Future

**M** 10:50 → 11:50  
New Technology & Digital Revolution

**N** 11:55 → 12:55  
Adaptive Sports

**O** 13:00 → 14:00  
Activity & Social Impact

**P** 14:10 → 15:10  
Future of Fan Engagement

**Q** 16:00 → 17:00  
Investment Trends in Sport

### NETWORKING

11:30 → 13:30  
Lunch Break

ALL DAY  
Coffee Bar · Business Lounge · Market Place · Demo Zone

## Who's speaking?

Speakers' bio  
at [thespot.ch](https://thespot.ch)



### MAIN STAGE

A

09:00 → 09:15

#### Opening & Keynote

**Anna Hellman**  
ThinkSport · Director

**Charles Frémont**  
UEFA · Innovation  
Hub Manager

**Lara van Druten**  
The Waste  
Transformers · CEO

B

09:15 → 09:35

#### Workforce of the Future

**Todd Harple**  
Intel's Olympic and  
Paralympic Office ·  
Innovation Director

C

09:35 → 09:55

#### Digital Revolution

**Andy Hall**  
OliveX · Commercial  
Director

**Alex Peacock**  
SweatWorks · Chief  
Commercial Officer

D

11:40 → 11:50

#### Adaptive Sports

**Benjamin Trarieux**  
Hopper · Co-Founder

E

11:55 → 12:25

#### What is an *Innovation Activity*

**Mathieu Falbriard**  
Bearmind SA ·  
Co-Founder

F

12:45 → 12:55

#### Activity & Social Impact

**Quentin Geromin**  
Equip · Head of  
Business Dev

G

12:55 → 13:55

#### Air Quality & Sport Challenge

**Ingrid Beutler**  
Sustainable Mountain  
Alliance · Co-Founder

**Paolo Emilio Adami**  
World Athletics · Medical  
Manager Health and  
Science Department

**Isabella Burczak**  
UCI · Advocacy and  
Development Manager

**10 winners**  
Airly · Plair · AQMesh ·  
Active Giving · Camfil ·  
Pluvo · ADD Swiss · Visda ·  
Sword Venue · Qaptis

H

13:55 → 14:05

#### Future of Fan Engagement

**Aneesh Madani**  
IOC · Head of Digital  
Partnerships and  
Social Media

**Jonny Murch**  
Redtorch · CEO

I

15:15 → 15:35

#### Gen Z · Millenials · Boomers · etc.

**Meagan Loyst**  
Lerer Hippeau ·  
Gen Z VCs · Investor

J

15:35 → 15:55

#### Investment Trends in Sport

**Rohn Malhotra**  
SportsTechX ·  
Co-Founder

# Who's speaking?

Speakers' bio  
at thespot.ch



## FISHBOWL

L

09:45 → 10:45

### Shaping and Retaining the Workforce of the Future

**Todd Harple**  
Moderator · Intel's Olympic and Paralympic Office · Innovation Director

**Isabelle Bester**  
BESTER consulting · Corporate Health & Wellbeing

**Laetitia Tierny**  
VF International · Inclusion, Diversity, Equity & Action · Director EMEA

**Laila Merval**  
International Olympic Committee · Head of Talent Management

**Edouard Boulanger**  
Red Bull & Audi Sport · Professional Coderiver

**Cedric Vanden Bogaerde**  
AISTS · Head of Strategy and Education

**Ivan Brustlein**  
Swibeco · CEO & Founder

**Olivier Perrotey**  
Sword Group · Director

M

10:50 → 11:50

### New Technology & Digital Revolution

**David Fowler**  
Moderator · SportsTech Match · Co-Founder / iSportConnect · MD Advisory

**Andy Hall**  
OliveX · Commercial Director

**Alex Peacock**  
SweatWorks · Chief Commercial Officer

**Christian Mueller**  
FFHS Switzerland · Senior Researcher

**Craig Hepburn**  
UEFA · Head of Digital Transformation

**Augustin Pénicaud**  
Havas Sports & Entertainment · Vice President

**Romuald Mosqueron**  
HEIG-VD Engineer School · Professor

N

11:55 → 12:55

### Adaptive Sports

**Susan Pinkwater**  
Moderator · Adaptive Sports Movement · Founder

**Todd Harple**  
Intel's Olympic and Paralympic Office · Innovation Director

**Vincent Lecrosnier**  
Adidas · Design Director

**Benjamin Trarieux**  
Hopper · Co-Founder

**Lise Sissler**  
DAES · Sports Performance Simulation Leader

**Hugo Roche**  
Hopper · President and Co-Founder

**Patrick Leick**  
Salomon · Project Manager

O

13:00 → 14:00

### Activity & Social Impact

**Pascal Marmier**  
Moderator · SICPA · Secretary General · Economy of Trust Foundation

**Alex Zurita**  
Sport Tech Hub · Head

**Grégoire Millet**  
University of Lausanne · Associate Professor in Sport Sciences

**Alex Peacock**  
SweatWorks · Chief Commercial Officer

**Jérémy Moulard**  
University of Lausanne · Sport Management Researcher

**Steven Mann**  
4Global Plc · Director

**Emma P. Zwiebler**  
WFSGI · Vice President for Strategic and External Affairs

P

14:10 → 15:10

### Future of Fan Engagement

**Jonny Murch**  
Moderator · Redtorch · CEO

**Guy Horne**  
H&A Media · Managing Director

**Ben Wyer-Roberts**  
Electronic Arts · Global Head of Esports Account Management

**Riikka Rakic**  
International Biathlon Union · Project Management for Strategy Target 26

**Motasem El Bawab**  
World Volleyball · Head of Digital

**Nicolas Henchoz**  
EPFL · Founder & Director EPFL + ECAL Lab

**David Fowler**  
SportsTech Match · Co-Founder / iSportConnect · MD Advisory

**Lea Sprunger**  
Lausanne Diamond League · Executive Committee member · 2 × Olympian · AISTS 2022 Participant

Q

16:00 → 17:00

### Investment Trends in Sport

**Rohn Malhotra**  
Moderator · SportsTechX · Co-Founder

**Lajla Aganovic**  
Logitech · Head of Venture Engagement

**Meagan Loyst**  
Lerer Hippeau · Gen Z VCs · Investor

**Peter Hawkings**  
Portas Consulting · Head of Sports Investment

**Christian Mueller**  
FFHS Switzerland · Senior Researcher

**TBC Speaker**  
FIVB – Fédération Internationale de Volleyball