

* **ISG**[®] AI Impact Summit

June 23 & 24, 2025
Frankfurt



This is where you learn how to turn AI
into real business impact.

What You'll Discover



Readiness to Make an AI Impact

Is your data strategy strong enough to support AI at scale?



AI's Impact on Operations & Partnerships

How will AI change the way you work—and who you work with?



Shaping Net-New AI Opportunities

Where is AI creating entirely new business models and revenue streams?



Risk & Reward: AI in Action Today

What's working, what's not and where are the real risks of AI adoption?

Meet the Speakers



Tim Bunkus

Head of GenAI
Solutioning,
adesso SE



Eryn Peters

Co-Creator,
AI Maturity Index



Katarina Dulanovic

Executive Associate
Data and AI
Allianz SE



Heiko Scharfenort

Head of Global Service Desk,
Boehringer Ingelheim



Constance Stein

GenAI Manager,
Cosnova GmbH



Marcel Roma

Expert Data & AI Team
Lead,
Devoteam GmbH



Christian Hüttermann

Lead Enterprise
Architect,
Exyte



Rudraksh (Rudy) Bhawalkar

Partner,
EY Consulting GmbH



Holger Janssen

Director Enterprise
Technology Services,
FC

Meet the Speakers



Alec Sproten

CDAO,
fischer group



Veera Virintie

CEO,
Focus Tiger



Daniel Eckelt

Head of FORVIA HELLA
Digital Office,
FORVIA HELLA



Mohsen Amiribesheli

AI Consultancy and
Advisory Lead - AI Labs,
HCLTech



Peter Hartmann

Head of Digital
Transformation,
Henkel



Victoria Sibatorkina

Global Digital Transformation
Manager,
Henkel



Stephan Bloehdorn

Executive Partner, AI Strategy
& Transformation Leader,
IBM



Ruchir Budhwar

Executive Vice President &
Industry Head - Manufacturing,
Infosys



Ivan Terekhov

Director Research &
Intelligence,
Lufthansa Innovation Hub



Nils Möbus

Product Owner GenAI,
Mercedes-Benz Tech
Innovation



Martin Schraub

Director - Program Lead
Digital R&D,
Merck KGaA



Abdullah Zeyn

CEO,
Museful



Wawi Kantz

Director, Enterprise AI
Adoption & Enablement,
Pfizer



Maximilian Hahnenkamp

Co-Founder & Managing
Director,
Scavenger AI GmbH



Connie Hwong

Lead, GenAI at Corporate
Communications,
Siemens AG



Pierre Scokaert

IT Director,
Sonova



Lalit Karwa

Head of TCS Pace, Tata Consul-
tancy Services, Europe,
Tata Consultancy Services



Dorotea Baljević

Director - AI Expertise,
ISG

Meet the Speakers



Anna Bücking

Senior Analyst,
ISG



Andreas Fahr

Partner,
ISG



Daniel Gerster

Partner,
ISG



Mirja Iannuccelli

Senior Consultant,
ISG



Diwahar Jawahar

Principal Consultant - Data
Strategy & Governance,
ISG



Prashant Kelker

Chief Strategy Officer &
President,
ISG



Olga Kupriyanova

Director,
ISG



Eleanor Matthews

Director,
ISG



Benjamin Melloul

Analyst,
ISG



Felix Ruppert

Director,
ISG

Summit Agenda

Day 01 - Monday, 23 June 2025

12:00 - **REGISTRATION & LIGHT LUNCH**
12:30

12:30 - **CHAIRMAN'S WELCOME**
12:40



Dorotea Baljević
ISG

12:40 - **ISG PREDICTS: AI - Is It the Year of Intelligence?**
13:00

True embedded industry change requires at least 10 years. Yet after at least 50 years of AI being a concept there is still uncertainty of its value. This is the year AI should focus on the 'I' for organisations - Intelligence. What are the market's key trends? How can you move out of AI's pilot purgatory and the never-ending activity of readying your data and platforms?



Dorotea Baljević
ISG

13:05 - **KEYNOTE: Henkel's GenAI Journey: How AI Makes**
13:35 **Work Smarter and Faster**

Peter Hartmann and Victoria Sibatorkina bring their firsthand experience to this session, sharing how Henkel is using Generative AI to transform the way people work. From boosting productivity to fostering creativity, they'll dive into the practical steps the company has taken to integrate AI into everyday workflows. You'll hear real examples, lessons learned, and insights on what it takes to empower

your team to achieve more with AI. This session is packed with actionable tips, backed by studies and best practices.



Peter Hartmann
Henkel



Victoria Sibatorkina
Henkel

13:40 - 13:55 **ISG INSIGHTS: How is the Market Buying & Embedding AI**

Explore how businesses are integrating AI technologies into their products and services to stay competitive in a rapidly evolving market. Dive into the strategies for selecting, embedding, and scaling AI solutions effectively, examining real-world examples. ISG's Andreass Fahr will help you identify the right AI applications for your organisation and navigate the challenges for successful AI integration.



Andreas Fahr
ISG

14:00 - 14:30 **PANEL: Make an AI Impact: Focus on Your Data**

What's next for enterprises that have already implemented AI? As AI evolves, organisations must shift from traditional AI applications to more agentic AI. Our panel of industry experts will discuss how they are leveraging their data to power this next phase of AI transformation. Discover the major impacts of AI and the lessons learned that you can leverage in your own implementations.

- What investments should you make?
- Should you look in house for skills or outsource them?
- How can you leverage existing partners or start new partnerships?
- What new partnerships should you consider?



Mirja Iannuccelli
ISG



Rudraksh (Rudy) Bhawalkar
EY Consulting GmbH



Daniel Eckelt
FORVIA HELLA



Alec Sproten
fischer group

14:35 - 15:05 **FEATURED PRESENTATION: From Silos to Solutions: Enabling AI through Data Platforms for Regulated IT/OT Data**

Unlock the potential of AI in regulated environments by addressing your siloed IT and OT data challenges head-on. We'll illustrate how a powerful data platform can bridge these gaps, drawing on a successful RWE Generation project that leveraged it to achieve significant AI-driven operational improvements within a power plant.



Tim Bunkus
adesso SE

15:10 - 15:30 **NETWORKING BREAK & INNOVATION LABS**

These sessions provide hands-on demonstrations of innovative and cutting-edge technologies that are helping to shape the future of business.

15:30 - 15:45 **ISG INSIGHTS: From Hype to Impact: Preparing for the Agentic AI Enterprise**

Agentic AI is emerging as a powerful force in enterprise transformation, blending autonomy, reasoning and collaboration to enable intelligent automation at scale. But while the potential is clear, many organisations still face significant barriers—ranging from legacy systems and data quality to unclear governance and organisational readiness. This presentation shares early insights

from ISG's 2025 Agentic AI study, exploring how leading enterprises and service providers are navigating these challenges. We'll highlight what's driving momentum, where friction points remain, and what practical steps enterprises can take now to prepare for scalable, responsible adoption. Whether you're evaluating Agentic AI or already experimenting, this session will help you separate signal from noise and focus your efforts on becoming AI-ready in a rapidly evolving landscape.



Olga Kupriyanova
ISG

15:50 -
16:20

PANEL: Strategy & Value Realisation with AI

AI was expected to transform and impact at least 300 million jobs in the global workforce, Join this panel of industry experts to discuss what they have experienced during this shift.

- How should your organisation prepare workforce changes driven by agentic AI?
- Where have the biggest impacts been to operations - is it quality, safety, sustainability, cost optimisation? Have these gone beyond IT and shifted the needle towards business impact and products?
- What types of partners should you identify to meet the skills you need?



Felix Ruppert
ISG



Mohsen Amiribesheli
HCLTech



Holger Janssen
FC



Wawi Kantz
Pfizer



Pierre Scokaert
Sonova

16:25 - 16:55 **FEATURED PRESENTATION: Unlocking the Strategic Potential of GenAI**

Join us for an insightful session where we delve into the transformative power of artificial intelligence as a strategic driver for business success.

AI projects that have driven significant impact will be highlighted, uncovering the strategies behind their success and the critical pitfalls to avoid. Gain a clear understanding of what truly works—and what doesn't—along with essential considerations to keep in mind when integrating AI into business. Expect candid discussions, key learnings, and a roadmap to harnessing AI as a competitive advantage.



Lalit Karwa
Tata Consultancy
Services



Heiko Scharfenort
Boehringer Ingelheim

17:00 - 17:40 **ISG STARTUP CHALLENGE**

Entrepreneurs behind innovative solutions will each present pitches on why their technology is best and how it will add the most value to business. After some tough questions from our judges, the audience will have their chance to vote on which technology they are more likely to implement within your own organisations. Who should win this startup challenge?



Anna Bücking
ISG



Eleanor Matthews
ISG



Felix Ruppert
ISG



Constance Stein
Cosnova GmbH



**Maximilian
Hahnenkamp**
Scavenger AI GmbH



Veera Virintie
Focus Tiger



Abdullah Zeyn
Museful

17:45 - **CHAIRMAN'S WRAP UP & SNEAK PEEK**
17:50



Dorotea Baljević
ISG

17:50 - **WELCOME RECEPTION**
18:45

18:45 - **WELCOME DINNER**
20:30

Day 02 - Tuesday, 24 June 2025

08:00 - **REGISTRATION & BREAKFAST**
09:00

09:00 - **CHAIRMAN'S WELCOME**
09:10



Dorotea Baljević
ISG

09:15 - **ISG PREDICTS: Industrial AI: How the Intelligence**
09:45 **Revolution is Reshaping Industry**

Industrial AI is no longer just a futuristic idea, but a transformative force that's reshaping industries today—from predictive maintenance to AI-driven automation. How are these technologies unlocking unprecedented efficiencies and preventing costly

downtime, while also tackling the risks and challenges that come with them? ISG's Chief Strategy Officer will leave you thinking critically about the future of AI and whether your organisation is prepared to leverage its full potential or risk falling behind.



Prashant Kelker

ISG

09:50 - 10:20 **FEATURED PRESENTATION: Future Proofing your AI Strategy – Creating Sustainable Business Transformation**

In this dynamic session, discover how leading enterprises are designing AI strategies that not only scale—but last. Drawing on real-world lessons from IBM Consulting's global client engagements and IBM's own transformative AI journey, we'll break down what it really takes to drive sustainable impact with AI. From adopting a business-first transformation mindset to reimagining end-to-end processes and building deep AI capability, we'll explore the essential ingredients of long-term success. Learn why delivering clear, measurable outcomes is key to earning trust, sustaining momentum, and turning AI potential into real business value.



Stephan Bloehdorn

ISG

10:25 - 10:55 **KEYNOTE: In the Driver's Seat – Best Practices for GenAI Use Case Implementation**

Discover how Mercedes-Benz is unlocking the full potential of Generative AI across its value chain. This session highlights real-world use cases that enhance developer productivity, streamline internal operations, and elevate customer experience. Learn proven best practices for implementing GenAI—from ideation and design to effective communication and adoption at scale.



Nils Möbus

Mercedes-Benz
Tech Innovation

11:00 - 11:20 NETWORKING BREAK & INNOVATION LABS

11:20 - 11:35 ISG INSIGHTS: Pioneering AI-Driven Growth

Explores how three Western European companies leveraged AI to create new revenue streams and transform their business models, showcasing innovative use cases that highlight AI's potential in diverse industries. Through these examples, we will uncover strategies for shaping net new AI opportunities.



Benjamin Melloul

ISG

11:40 - 12:10 PANEL: Decoding the AI Noise and Uncovering Value

As more enterprises recognize the value of developing their own data products, the journey to creating a successful one can seem daunting. Our panel of experts will share their real-world experiences and guide you through the essential steps to chart your own course. From identifying the right product and adding complementary data, to understanding the key skills and team members required.

- How should you define the product your business truly needs and what data should be included to make it effective?
- Who you need to involve internally and externally to ensure successful development and deployment?
- Which skills are critical for success, and how do you equip your team to build and maintain a next-generation, agentic AI-powered data product?



Eleanor Matthews
ISG



Connie Hwong
Siemens AG



Martin Schraub
Merck KGaA



Constance Stein
Cosnova GmbH

12:15 - 12:45 **FEATURED PRESENTATION: Shaping Net-New AI Opportunities: Where is AI Creating Entirely New Business Models and Revenue Streams?**

AI is no longer just a tool for optimization but the start of reimagining business processes and experiences. Explore how Gen AI and Agentic AI is enabling organizations to move beyond traditional value chains and into uncharted territory creating AI-First enterprises, that can redefine employee and customer experiences. Join us as we unpack and understand these strategic shifts and how AI is both transforming and re-inventing business.



Ruchir Budhwar
Infosys

12:45 - 13:45 **LUNCH & ROUNDTABLE DISCUSSIONS**

13:50 - 14:20 **FIRESIDE CHAT: Empowering AI Success: People, Culture, and Enterprise Maturity**

Having the right people and culture is a critical success factor for organisations to deliver on the promises of AI, especially towards building truly augmented intelligences with agentic AI. Join Dorotea Baljevic and Eryn Peters to discuss what is being seen across Europe regarding maturity across verticals, challenges including techno-insecurity and what leaders can do to foster a way forward for harnessing AI for impact. What can you learn from the current status

of AI maturity across enterprises? How can you support employees and people across your wider supply chain to be successful?



Dorotea Baljević
ISG



Eryn Peters
AI Maturity Index

14:25 - 14:40 ISG INSIGHTS: Future Proof Your AI Sourcing & Governance Model

In the fast-paced world of technology, AI presents both tremendous opportunities and significant challenges. Dive into the dual aspects of AI—its rewards and risks - and explore current AI applications across industries, highlighting success stories that demonstrate how organisations improve efficiency, enhance decision-making, and gain a competitive edge. We'll also address the ethical, operational, and compliance risks that come with AI implementation.

- How can you mitigate the risks associated with AI while maximizing its benefits?
- What trends should you adopt to keep your organisation ahead of the AI curve?
- What strategies for responsible AI adoption will help your organisation thrive in an AI-driven landscape?



Daniel Gerster
ISG

14:45 - 15:15 FEATURED PRESENTATION: Context Is the Missing Layer: From Readiness to Real AI Impact

Explore a critical yet overlooked ingredient in enterprise AI success: context.

While most organizations focus on data quality, model selection, or use case prioritization, many AI initiatives still fall short—not because

the technology is lacking, but because the broader context in which AI operates is missing.

What if your data tells only part of the story?

What if your AI system optimizes what is—but can't imagine what could be?

Join Marcel Roma as he reframes AI readiness as more than a checklist of tools or processes. It's about grounding AI in organizational meaning—processes, semantics, exceptions, knowledge structures—that don't live in your database, but in your people, workflows, and systems.

Why agentic AI can only succeed if it's anchored in rich, structured context? From regulatory compliance to product innovation, discover how AI can move from automation to real impact—when we stop training it only in the past, and start connecting it to the present.

This is not a talk about hype. It's about designing AI that works—because it understands what matters.



Marcel Roma

Devoteam GmbH

15:20 - **PANEL: Risk & Reward: AI in Action Today**

15:50

Dive into the practical applications of AI across various sectors, exploring both the tangible benefits and potential risks. Discover how your enterprise can leverage AI to drive efficiency, reduce costs, enhance decision-making, and improve customer experiences. How do you confront the ethical considerations, bias in algorithms, and other challenges associated with AI implementation?

- Learn a framework for identifying and prioritizing AI use cases with high potential ROI within your organization.
- Acquire proven techniques for mitigating ethical concerns and

bias in AI algorithms, ensuring responsible AI development.

- How can you translate real-world AI successes and failures into actionable insights to build your own AI playbook?



Diwahar Jawahar
ISG



Katarina Dulanovic
Allianz SE



Christian Hüttermann
Exyte



Ivan Terekhov
Lufthansa Innovation Hub

15:50 - TURNING NOTES INTO ACTION

16:00

After a day of great content, what do you do with it? ISG will provide guidance on your next steps!

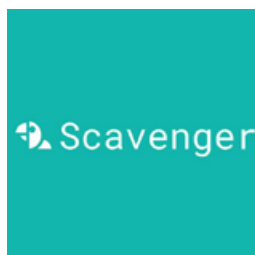


Dorotea Baljević
ISG

Meet Our Partners



Shape the future
with confidence



Conference Venue



The Westin Grand Frankfurt

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Conveniently located in the heart of downtown Frankfurt, The Westin Grand hotel is 655.32 meters away from the city center. It is a two-minute walk to the Konstablerwache station, making it easily accessible from the airport and to the city's most popular attractions.

The hotel is close in proximity to the Palmengarten Botanical Gardens, The Roemer, Kleinmarkthalle, and more!