

s:fi

2020

# SFI Master Class

Lugano



## Data and Technology in Finance

Friday, January 17, 2020

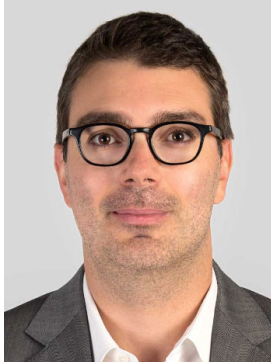
13.00 – 17.30

Università della Svizzera italiana, Lugano

In collaboration with



# Co-Leaders SFI Master Class



## SFI Prof. Laurent Frésard

Professor of Finance at the Università della Svizzera italiana

Laurent Frésard is Professor of Finance at the Università della Svizzera italiana and has held an SFI Senior Chair since 2017. Before joining the faculty in Lugano, Professor Frésard was a member of the faculty at the University of Maryland and prior to that at HEC Paris. Professor Frésard's papers have been published in leading academic journals and he has received a number of grants and awards.

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## Roger Fehr

Head of Data Management & Analytics Swisscom (Schweiz) AG

Roger Fehr joined Swisscom (Schweiz) AG in 2015 as Head of Finance & Risk and went on to assume the role of Head of Controlling & Card Management one year later. Since April 2017 he is Head of Data Management & Analytics. Roger Fehr holds a Master of Law from the University of Zurich and an Executive MBA in General Management from HSG.

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## Klaus Haller

Product Manager Analytics in Banking Swisscom (Schweiz) AG

Klaus Haller works in IT for the financial industries since the year 2005. He has extensive experience in designing, developing, and running data-intensive applications and setting-up service organizations. He received his Diploma from TU Kaiserslautern (Germany) and his Ph.D. in Computer Science/Information Systems from ETH Zürich. He published numerous articles and papers reflecting his experience made in his various projects.

# SFI Master Class

## "Data and Technology in Finance"

In a digitized world, the ability to understand new technologies and to link them to existing data is of crucial importance. In the last decade, the availability and variety of data has exploded, following fast improvements in digital technologies and computing power. The increased focus of the business community on data has fostered the development of new tools to generate, analyse, and extract value from large amount of data. Like many industries, the financial sector is currently experiencing a technological shake-out, as many players rush to assess how to optimize and use existing data in creative and profitable ways. An in-depth understanding of new data-related technologies and the new opportunities that they offer constitutes an essential success factor for financial actors and thus an indispensable prerequisite for professional development.

### Objective

The Master Class "Data and Technology in Finance" proposes to pause, step back, and decrypt these buzzwords and trends through an intuitive and deliberately non-technical perspective. The aim is to provide a deeper understanding of current applications and development based on the combination of new data and technologies in the financial sector. The class discusses concrete examples from the practice, including for instance fraud detection, clients' profiling, credit screening, or compliance.

### Target Audience

The Master Class is aimed at professionals in the financial industry who wish to broaden their knowledge capital and deepen their understanding of new trends in financial technology (data and tools). The focus is on enabling participants to think critically about the future opportunities and challenges for their job, team, and organization.

### Registration

Further informationen about this SFI Master Class and the registration form is available on the SFI website: <https://www.sfi.ch/en/events/data-and-technology-in-finance-2020>



# Master Class Specifications



**Short knowledge exchange units** focused on the most relevant banking and finance topics. Participants bring in their expertise and discuss hot topics together with leading SFI professors and top industry experts.



**Content quality and exclusivity** based on a solid academic foundation paired with sound knowledge from financial practice. SFI professors count among the best in their field. All Master Classes are acknowledged SAQ recertification measures.



**Free admission**—Master Classes are offered free of charge to employees of Swiss Banking Association member institutes.



**Attendees are experienced specialists and managers** from the financial industry with

- at least 10 years of professional experience in the financial industry; management experience advantageous (age: usually 40 to 55 years)
- university background or corresponding professional qualifications



**4 hours' workshop style course** on frontier banking and finance topics

[www.sfi.ch/masterclasses](http://www.sfi.ch/masterclasses)

- Co-lead by an SFI professor and industry expert(s)
- Develop business-oriented solutions together with participants during breakout sessions
- Networking aperitif after the Master Class

## Contact

Sonja Schütt, Program Manager Knowledge Exchange and Education,  
T +41 44 254 30 87, [masterclass@sfi.ch](mailto:masterclass@sfi.ch)

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Swiss Finance Institute  
Walchestrasse 9  
CH-8006 Zürich

T +41 44 254 30 80  
[www.sfi.ch](http://www.sfi.ch), [masterclass@sfi.ch](mailto:masterclass@sfi.ch)