

LIVE

The background image shows a large audience of people seated in rows, facing a stage. The stage features a large screen on the left, several large black speakers, and a dark backdrop. The room has high ceilings with visible pipes and structural elements. The overall atmosphere is that of a professional event or conference.

AMSTERDAM | OCTOBER 9, 2025

REIMAGINE

Welcome to the age of reimagination

What

Rewire LIVE is the event for business leaders shaping the organizations of the future and tackling the real-world challenges of Data & AI.

Bringing together voices from a range of industries, our speakers cut through the hype by sharing practical insights on how to truly deliver on the promise of AI.

Why

AI is no longer just about automation. It's about reimagining your business. At Rewire LIVE, we'll therefore showcase how AI can learn and leverage expertise to unlock new operating models and value-creation strategies.

Expect practical insights on AI risks, adoption, and leadership. You'll leave with a clear view on what's possible now, and what it takes to lead what's next.

For whom

- Business leaders & executives seeking to drive growth and competitive advantage.
- Data strategists interested in the organizational aspects of scaling.
- Innovation officers looking to future-proof their businesses.

When & where

- October 9, 2025.
- From 10am to 5pm.
- Rewire offices, Mauritskade 55G, 1092 AD Amsterdam.

Event program

Plenary sessions & panel discussions

Through a series of presentations and discussions, we'll tackle three themes:

- Reimagining the business model
- Reimagining your core processes
- Reimagining the way people work



Interactive workshops & case study deep-dives

The event will feature a mix of interactive workshops – offering insights into cutting-edge AI innovations, and mastermind sessions, where participants dissect and discuss real-world case studies.



Networking & peer exchanges

To facilitate meaningful exchange among peers and experts, the event will include ample breaks and dedicated networking sessions.



AT A GLANCE

Event consisting of...

- 3 keynote presentations
- 1 group discussion
- 1 panel discussion
- 5 interactive breakout sessions (of which you can attend 2)

Three key topics

- Reimagining your core processes
- Reimagining the business model
- Reimagining the way people work

AGENDA

10:00	-	10:30	Opening keynote <i>By Wouter Huygen, Rewire CEO</i>
10:30	-	11:30	The great AI debate <i>By Joe van Burik, tech editor at BNR Nieuwsradio</i>
12:00	-	12:30	Building autonomous operations: lessons from the telecom industry <i>By Tim Prins, Program Director Autonomous Operations at KPN</i>
13:30	-	15:00	Break-out sessions (2x 45 minutes) - Breakout room #1. Reimagine... with data! - Breakout room #2. GenAI: where's the impact? - Breakout room #3. The business vs IT battle royale. - Breakout room #4. Not my data? Not anymore.
15:30	-	16:00	Codifying expertise with GenAI: lessons from the insurance industry <i>By Maarten Kramer, Chief Data Officer, a.s.r.</i>
16:00	-	16:30	Panel discussion: the impact of AI on workforce & leadership <i>Moderated by Joe van Burik, tech editor at BNR Nieuwsradio</i>
16:30	-	16:45	Closing <i>By Wouter Huygen, Rewire CEO</i>
16:45	-	18:00	Reception and networking

Coffee breaks in between, lunch will be served at 12:30

EXPERTISE



Joe van Burik
Tech editor at BNR
Nieuwsradio

Joe is a journalist and radio presenter at BNR Nieuwsradio, where he covers technology and digital news. Joe has built a reputation for making complex topics accessible and engaging to a wide audience. Beyond broadcasting, he frequently moderates events and contributes to media discussions on how technology shapes business and society.



Maarten Kramer
Chief Data Officer, a.s.r.

Maarten brings nearly two decades of leadership experience at the intersection of data, technology, and customer service. At a.s.r., he is a driving force behind translating complex data landscapes into meaningful business value. With a pragmatic yet forward-looking approach, he fosters a culture where data governance, ethics, and business growth go hand in hand.



Tim Prins
Program Director
Autonomous Operations,
KPN

Tim is an experienced leader in Telco and IT operations, with a track record in steering digital transformations and integrating complex organizations. Known for his strategic vision and ability to spot opportunities, he combines technical leadership with a passion for delivering impact.



Wouter Huygen
Rewire CEO

Wouter is an expert on the topic of AI, and, as CEO, he has guided Rewire's shift toward redefining how organizations innovate and operate with generative AI. He champions an integrated approach that combines strategy, technology, and human creativity to drive lasting impact.

EXCHANGE

Rewire LIVE represents a unique opportunity to exchange knowledge with leaders who are at the cutting edge of AI – and those who aspire to get there.

Examples of sectors

Banking	Finance	Logistics
Consumer goods	Food & beverages	Pharma
Consumer services	Industrial engineering	Real Estate
E-commerce	Insurance	Telecom
Energy	IT services	Transportation

Examples of attending companies

a.s.r	ING	Rabobank
ASML	KPN	Randstad
Danone	Nike	Shell
Heineken	NS	Vopak

LIVE REWIRE

To find out more and register your interest, contact:

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