

16 & 17 June 2025 | Conference and Exhibits, Convene 133 Houndsditch, London
18 & 19 June 2025 | Workshops, etc. venues Fenchurch Street, London

#EBA #BCT #SDC

Join us at the Enterprise & Business Architecture Conference Europe, co-located with the Business Change & Transformation Conference Europe and the Service Design Conference Europe.

This unique trio of events offers a transformative experience, redefining your understanding of Architecture, Design, and Transformation.



5
Tracks



60+
Speakers



13
Workshops



250+
Attendees



7
Keynotes

Featured Speakers



Jurgen Appelo
CEO
The unFIX Company



Martin Sykes
Enterprise Architect
Redgate Software



Chloë Gray
Head of EA
Nationwide Building Society



Jonathan Hunsley
Service Development Director
AssistKD



Roger Burlton
President, Process
Renewal Group,
Founder of BPTrends Associates



Luke Goetting
Future of Work Expert & Global Keynote Speaker
Gen Z @ Work



David Beckham
Principal Consultant
ChuDo Consulting



Friska Wirya
Author, TED X Speaker and Founder
Fresh by Friska



Joanna Goodrick
Deputy Director & Head of Business Architecture
Cambridge University Press & Assessment



Lata Hamilton
Founder & CEO
Passion Pioneers

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ENTERPRISE AND BUSINESS ARCHITECTURE CONFERENCE EUROPE

Now in it's 25th Year

Join us in London for the Enterprise & Business Architecture Conference Europe 2025—the leading event for professionals, innovators, and industry leaders shaping the future of enterprise and business architecture.

“Really enjoyed the event again this year. Good diversity in the speakers and was good to connect with my peers across different industries”

DAN BLANKLEY, SNR BUSINESS ARCHITECT, THREE UK

Featured Speakers



Mark Clifton

Vice President, Chief Architect
Aon



Iain Windle

Head of Business Architecture
Janus Henderson Investors



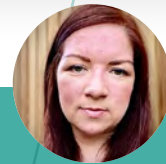
Helen Gassis

Head of Architecture
Benefact Group



Sasha Aganova

Managing Partner & University
Lecturer at University of
Toronto
Process Renewal Group



Joanne Beresford-Knox

Lead Business Architect
Bank of England



Rubi Kaur

Chief Enterprise Architect
Lloyds Banking Group



Rasmus Stenholm

Lead Senior Enterprise
Architect
Vestas A/S



Victoria Banner

Business Architect
Royal London Group

Key Topics include:



Cybersecurity & Enterprise Architecture



Business Architecture & Capability Maturity



High-Performance Teams & Organisational Learning



Transformation Strategies & Technology Innovation



Diversity & Leadership in EA

Featured Sessions:

Keynote: How to Survive as an Architect

Martin Sykes (Redgate Software) & **Chloe Gray** (Nationwide Building Society)

EA Operating Model at Riot Games

Nelson Gama (Riot Games)

Unlocking Business Potential at Royal London

Victoria Banner & **Mauris Pelsler** (Royal London)

Keynote: Integrity: The Secret to Successful Transformation & Change

Roger Burlton (Process Renewal Group, Founder of BPTrends Associates)

BUSINESS CHANGE AND TRANSFORMATION CONFERENCE EUROPE

Join us for the Business Change & Transformation Conference Europe—the ultimate event for professionals, innovators, and leaders seeking to redefine strategies and drive real-world impact.

This year's conference provides a unique opportunity to explore the latest trends in enterprise architecture, business transformation, and technology innovation; offering unparalleled insights into the methodologies, frameworks, and strategies shaping the future of organisations.

Whether you're a seasoned expert or just beginning your journey, this conference offers something for everyone.

Featured Speakers



Victoria Sheer
Product Strategy & Operations
Lead
Aldi Süd



Elizabeth Dunn
Director of Change
Wagamama



Berenice Levenez
Transformation and Technology
Director
Girlguiding



Carolyn Browning
Transformation Programme
Manager
Flutter



Donna Wayman
Chief Operating Officer - Zurich
Legacy Solutions
Zurich Insurance



Jonathan Cosgrove
Transformation Director
Hiscox



Joe Brown
Head of Business Change
Janus Henderson Investors



Kelly Geyer
Change Manager
Semperit AG Holding

“Great event. Loved the focus on AI and got lots of insights that I can apply going forward. Good mix of speakers; nicely timed with a good number of breaks for networking.”

CATHY POWERS, M&A CHANGE, DENTSU

Key Topics include:



Digital Transformation & AI Integration



Behavioural Change & Organisational Psychology



Business Change Strategies & Leadership Development



Portfolio & Programme Management Excellence



Measuring ROI & Tracking Transformation Success

Featured Sessions:

Keynote: Change Co-Creation – Introducing the Service Paradigm

Jonathan Hunsley (AssistKD)

Rockwool's Rapid Change Journey – Building Change Capabilities from the Bottom Up

Tilde Koefoed Frisdahl & Kirsten Siig Pallesen (ROCKWOOL A/S)

Harnessing the Power of Storytelling to Create Transformational Change

Susanne Evans (Feldspar Consulting Limited)

Building Resilient Teams: Integrating Psychological Safety and Mental Well-Being in Business Change

Kristy Dean (Perform Partners)

Shaun Walsh (Perform Partners)

“I really enjoyed the event, especially the keynote speakers who combined principles from change management with service design and AI.”

KARLIEN VLEEMING-KOREBRITS, STRATEGIC CHANGE & INTERNAL COMMUNICATIONS MANAGER, DRISCOLLS

Join us in London for the 2nd Annual Service Design Conference Europe 2025—the must-attend event for professionals, innovators, and leaders dedicated to shaping the future of service design, customer experience (CX), and digital transformation.

Building on the success of our inaugural event, this year’s conference brings together **top industry experts, thought leaders, and practitioners** from across the globe to explore the latest methodologies, technologies, and best practices in designing seamless, user-centred services. Whether you’re working in **public or private sectors, product or service innovation, digital transformation, or organisational change**, this event will equip you with the **insights, strategies, and tools** needed to drive meaningful impact.

Featured Speakers



Jo Frances

Principal Consultant | Service Design Mentor
AssistKD



Bruce Prendergast

CDIO Operational Strategy Lead
HMRC



Ingrid Gerstbach

Consultant
Gerstbach Business Analyse GmbH



Jonathan Hunsley

Service Development Director
AssistKD



Paul Boyd

Chief Information Officer
Medway Council



Annika-Marie Leick

Senior User Research Consultant
BJSS



Rachel Arthur

Head of Service Design
BPP



Laurent Christoph

Design Lead
ClearScore

Key Topics include:



Service Design & Business Strategy



Human-Centred Digital Transformation



Behavioural Science in Service Innovation



AI & Design Thinking for Customer Experience



Public Sector & Multi-Stakeholder Service Ecosystems

Featured Sessions:

Strategy as a Service – How Service Design Can Help Us Develop Better Strategy

Bruce Prendergast (HMRC)

Let’s Stay Together – Making Services Relational, Not Transactional

Nick de Voil

Managing Nuisance Vehicles: Transforming Public Services with Service Design

Paul Boyd & **Vicky Bichard** (Medway Council)

Panel Session: Navigating Career Paths into Service Design

CONFERENCE AND EXHIBITS: MONDAY, JUNE 16, 2025

8:00AM - 9:00AM	Registration & Networking Breakfast				
9:00AM - 9:10AM	Conference Welcome & Open				
9:10AM - 10:00AM	Plenary Keynote: Humans Robots Agents: Redesigning Leadership and Organisations in the Age of AI Jurgen Appelo, CEO, The unFIX Company				
10:05AM - 10:45AM	Keynote: Pragmatic and Practical – How to Survive as an Architect Martin Sykes, Enterprise Architect, Redgate Software Chloë Gray, Head of EA, Nationwide Building Society		Keynote: Change Co-Creation – Introducing the Service Paradigm Jonathan Hunsley, Service Development Director, AssistKD		
10:45AM - 11:15AM	Morning Networking Break & Exhibits				
11:15AM - 11:55PM	Utilising Enterprise Architecture to Enhance Cybersecurity Architecture Maturity and Increase Unification: Through Connecting Great Minds Rasmus Stenholm, Lead Senior Enterprise Architect, Vestas A/S	Architecture as an Enabling Force for Change Petra in 't Veld-Brown, Chief Architect, WVE.Digital – Diaphanum-NL	Worth It: Measuring Return on Investment for Digital Transformation Lata Hamilton, Founder & CEO, Passion Pioneers	Modern Approaches to Project and Programme Controls: Driving Compliance, Risk Mitigation, and Transformation Success Carolyn Browning, Transformation Programme Manager, Flutter	Strategy as a Service: How Service Design Can Help Us Develop Better Strategy Bruce Prendergast, CDIO Operational Strategy Lead, HMRC
12:05PM - 12:45PM	Unlocking High Performance in Multicultural Teams Ram Grandhi, Engineering Leader - Payments, Cards & Open Banking, NN Bank	Unlocking Business Potential: A Holistic Approach to Capability Maturity at Royal London Victoria Banner, Business Architect, Royal London Marius Pelser, Business Architect, Royal London	Predict, Align, Succeed: AI's Role in Future-Ready Portfolio Management Stefano Giovannini, Business Agility Director, Caggemini Invent Mari Federico, Managing Consultant, Caggemini Invent	Rockwool's Rapid Change Journey: Building Change Capabilities from the Bottom Up Tilde Koefoed Frisdahl, Change & Adaption Manager, ROCKWOOL A/S Kirsten Siig Pallesen, Change & Adaption Specialist, ROCKWOOL A/S	Don't Panic: The Hitchhikers Guide to Service Design Jonathan Baldwin, Service Design Manager, Police Scotland
12:45PM - 2:00PM	Networking Lunch & Exhibits				
2:00PM - 2:40PM	Procuring an EA tool: A Buyer's Story Iain Windle, Head of Business Architecture, Janus Henderson Investors	Is Transformation a Technology Problem? How Business Architecture can Shift the Conversation Joanna Goodrick, Deputy Director & Head of Business Architecture, Cambridge University Press & Assessment	Harnessing the Power of Storytelling to Create Transformational Change Susanne Evans, Founder and Chief Storyteller, Feldspar Consulting Limited	Building Resilient Teams: Integrating Psychological Safety and Mental Well-Being in Business Change Kristy Dean, Head of People & Culture, Perform Partners Shaun Walsh, Co-founder & Director, Perform Partners	Let's Stay Together: Making Services Relational, Not Transactional Nick de Voil, Director, De Voil Consulting
2:50PM - 3:30PM	EA Operating Model at Riot: A Practical and Results-Driven Approach Nelson Gama, Principal Enterprise Architect, Riot Games	AI Applied in Banking Arnab Mitra, Programme Manager, BIAN	Product Transformation in Large Enterprises: Accelerating Change Through a Strategic Lens Victoria Sheer, Product Strategy & Operations Lead, Aldi Süd	The Disruptive Leader: How to Harness Your Inner Maverick for Good Ameen Ali, Business Consultant, BAE Systems Digital Intelligence	Managing Nuisance Vehicles: Transforming Public Services with Case Study in Service Design and technology Integration Paul Boyd, Chief Information Officer, Medway Council Vicky Richard, Lead Service Designer, Medway Council
3:30PM - 4:00PM	Afternoon Networking Break & Exhibits				
4:00PM - 4:40PM	Decision Ripple Effects Klas Sjødahl, Enterprise Architect, SDC	Federated Enterprise Architecture: Enabling Collaboration Across Boundaries Mark Clifton, Vice President, Chief Architect, Aon	Inclusive AI in Transformation: Ensuring Equity and Diversity in Digital Change Kelly Geyer, Change Manager, Semperit AG Holding	Frustration to Foundation: Building Trust for Lasting Change Naomi Chouinard, Business Analyst, ilionx	Surfacing Service Design for Omnichannel Digital Experiences: How to Zoom Out Savannah Wilkinson, Innovative Service & UX Designer, Lenovo
4:50PM - 5:30PM	Keynote: Integrity: The Secret to Successful Transformation and Change Roger Burlton, President, Process Renewal Group, Founder of BPTrends Associates		Keynote: The Great Knowledge Acceleration: Bridging Generations in the AI Era Luke Goetting, Future of Work Expert & Global Keynote Speaker, Gen Z @ Work		
5:30PM - 6:30PM	Networking Reception				

CONFERENCE AND EXHIBITS: TUESDAY, JUNE 17, 2025

8:00AM - 9:00AM	Registration & Networking Breakfast				
9:00AM - 9:10AM	Conference Welcome & Open				
9:10AM - 9:55AM	Plenary Keynote: Changing Your Brain – Coping With Significant Life Change David Beckham, Principal Consultant, ChuDo Consulting				
10:05AM - 10:45AM	Aligned Autonomy in a Decentralised Organisation: Leveraging the Technology Reference Mode Thomas Kinnari Strudsholm, Senior Enterprise Architect, Bankdata	Building a High-Impact Business Architecture Practice: Starting and Scaling for Success Whynde Kuehn, Founder & Director, S2E Inc	The Secrets of Cybersynergy Mark Cross, Director and Principal Consultant, Envista Consulting	Stop Doing Massive Projects! Bigger Is Not Better, and How to Really Deliver Transformation at Scale Joe Brown, Head of Business Change, Janus Henderson Investors	Building a Service Ecosystem Using Agile, User-Centred Practice in a Multi-Stakeholder Project Laura Smith, Service Designer, Unboxed Tom Gayler, Service Designer, Unboxed
10:45AM - 11:15AM	Morning Networking Break & Exhibits				
11:15AM - 11:55PM	From Chaos to Capabilities: Moving to an EA Mindset Helen Gassis, Head of Architecture, Benefact Group	Domain Architecture: Delivering in the Face of Resistance Ryan Preece, Deputy Chief Technology Officer, The Kings Trust Jessica Smallwood, Service Delivery Domain Owner, The Kings Trust	Panel Session: The Human Element in Business Transformation – Balancing Technology with People Moderator: Adamantia Velonis, Director of IT Strategy & Communications – Global, L.E.K. Consulting Elizabeth Dunn, Director of Change, Wagamama Thomas Poedenphant, Founder, Covia Jill Ridley-Smith, Independent Strategy Consultant	Leading Change in a ‘Networked’ Organisation Berenice Levenez, Strategy, Transformation and Technology Director, Girlguiding	From Idea to Outcome: How Service Design Helps Create Memorable Experiences Laurent Christoph, Design Lead, ClearScore
12:05PM - 12:45PM	Modern Enterprise Architecture: Architecting for Outcomes Simon Rohrer, Head of Enterprise Tech Architecture, Saxo Bank	Balancing Stability and Agility in a Dynamic World Sasha Aganova, Managing Partner & University Lecturer at University of Toronto, Process Renewal Group	Shifting Mindsets: The Power of Behavior Change in Driving Transformation Edel Holliday-Quinn, Chief Leadership Psychologist, Centre for Leadership Psychology	Made to Measure: Tracking Success in Design and Organisational Effectiveness Jonathan Cosgrove, Transformation Director, Hiscox	Panel Session: Level Up Your Service Design: Better, Faster, Smarter Moderator Jo Frances, Principal Consultant Service Design Mentor, AssistKD Colleen Henderson, Public Sector Industry Lead, Sword Group Olliver Vaughan-jones, Founder, Arctic Fox Adaptive
12:45PM - 2:00PM	Networking Lunch & Exhibits				
2:00PM - 2:40PM	Panel Session: Empowering Change: Diversity in Enterprise Architecture Vicky Rothwell, Architecture Consultant, Aire Logic Limited Elisa Lakhani-Hector, Head of Technology and Digital Assurance (Technology Strategy & Enterprise Architecture), NHS England Joanne Beresford-Knox, Lead Business Architect, Bank of England Rubi Kaur, Chief Enterprise Architect, Lloyds Banking Group	Actionable Enterprise Architecture for Business Transformation Roger Stoffers, Enterprise Architect, de Volksbank	The Theatre of Portfolio Management Donna Wayman, Chief Operating Officer - Zurich Legacy Solutions, Zurich Insurance	From Big Bang to Sustainable Success: A Value-Case Driven Approach to Digital & Cloud Transformation Shaun Jayaraj, Director Delivery, Thoughtworks	From Intent to Action: How to Apply Behavioural Science to Design Successful & Engaging Services Annika-Marie Leick, User Researcher, eBay
2:50PM - 3:30PM	Plenary Keynote: Mastering Transformation: The Secrets of Future Fit Organisations Friska Wirya, Author, TED X Speaker and Founder, Fresh by Friska				
3:30PM - 4:00PM	Afternoon Networking Break & Exhibits				
4:00PM - 4:40PM	Panel: Optimising Collaboration Among Architects, Service Designers, and Change Managers in Business Transformation				
4:45PM - 4:55PM	Conference Close				

WORKSHOPS: WEDNESDAY, JUNE 18, 2025

9:30AM - 12:45PM	An Introduction To And Overview Of Enterprise Architecture Management Morten Stender , Managing Partner, Staub & Stender	Modular Business Architecture: Enabling Rapid Transformation Alex Romanov , Business Architect, Avrolabs Inc.	Agentic AI for Business Innovation and Strategy Donald Farmer , Principal, TreeHive Strategy	Co-Designing Better Employee Learning Experiences for the Hybrid Era Rachel Arthur , Head of Service Design, BPP
11:00AM - 11:15PM	Morning Coffee Break			
12:45AM - 1:45PM	Lunch & Networking			
1:45PM - 5:00PM	Leveraging Mental Models and Organisational Learning for Enterprise Architecture John Gotze , CEO, EA Fellows Ksenija Bickova , Enterprise Architecture Consultant, EA Fellows	Implementing Sustainable Change: Structure and Culture in Harmony Sasha Aganova , Managing Partner & University Lecturer at University of Toronto, Process Renewal Group	Quick-Win AI Projects: Driving Impact Across Domains Donald Farmer , Principal, TreeHive Strategy	AI Meets Design Thinking: Accelerating Innovative Customer Experiences Ingrid Gerstbach , Consultant, Gerstbach Business Analyse GmbH Peter Gerstbach , Consultant, Gerstbach Business Analyse GmbH
3:15PM - 3:30PM	Afternoon Coffee Break			

WORKSHOPS: THURSDAY, JUNE 19, 2025

9:00AM - 4:30PM	Practical Business Architecture for Business Transformation Roger Burlton , President, Process Renewal Group , Founder of BPTrends Associates	Surviving Enterprise Architecture Martin Sykes , Enterprise Architect, Redgate Software	From Project to Product: Aligning Strategy, Budgeting, and Execution at Scale Victoria Sheer , Product Strategy & Operations Lead, Aldi Süd
Full Day Workshop Breaks 08:00 – 09:00 Registration & Breakfast 10:30 – 10:45 Morning Coffee Break 12:15 - 13:15 Lunch & Networking Break 14:30 – 14:45 Afternoon Coffee Break			

“A great conference with a good range of speakers. The AI and Service Design tracks are both at the cutting edge of business change so it was great to understand more about them. Keynote speakers were excellent and thought provoking. The timings worked really well and allowed for networking which is so important at a conference. The venue was excellent and the food was superb. A great experience, thank you.”

MICHELLE SHAKESHEFF, HEAD OF BUSINESS ANALYSIS,
CLOSE BROTHERS

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Organisations Who Attended In 2024

ABN AMRO Bank Nv • Agristo • Allied Irish Bank Ltd • Akbank • Aldermore Bank • AssistKD • AWE PLC • Bank For International Settlements • Bank Indonesia • Bankdata • BT Group • Cambridge University Press & Assessment • Capital Market Authority • Close Brothers • Colliers • Dentsu • Department For Work And Pensions • DHL • Driscolls • Element Materials Technology • Ericsson • Evri • Fidelity International • Girteka Competence Center • Hargreaves Lansdown • HMRC • Home Office • Intellectual Property Office • Inter IKEA • Istedamah Holding Company • Japan Tobacco International • Janus Henderson Investors • JP Morgan • Johnson Matthey • King Abdulaziz For Science & Technology • King's College London • Koch Technology Solutions (KTS) • Kubrick Group • Loughborough University • Lyngby Taarbæk Forsyning • Maersk Line UK Ltd • Manchester City Council • Marsh Ltd • Mbank • Medway Council • Meta • North West London Procurement Services • Nuffield Health • Office for National Statistics • Ordnance Survey • Ørsted • Petrobras • Phoenix Group • Public Works Authority • Redgate Software • Rijk Zwaan Breeding B.V. • Ripe NCC • River Island • Robert Bosch GmbH • ROCKWOOL • Royal National Lifeboat Institution • Sage • Saudi Aramco • Saudia Airlines • Schaeffler AG • Shell Plc • Slimming World • stc • Statnett • Swift • Sword Group • The Council of the European Union • The Economist Group • The LEGO Group • Thoughtworks • UNIQA Management Services, s.r.o. • University Of Technology Sydney • Van Haren Group • Vestas • Whitbread • Wiener Stadtwerke • Yoox Net-A-Porter Group

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Standard Rate	£895 +20% VAT	£1475 +20% VAT	£1795 +20% VAT	£2195 +20% VAT

“This has been my first IRM conference and I have thoroughly enjoyed learning from the speakers, and via the networking during the event.”

SOPHIE YARWORTH, PRINCIPAL CONSULTANT BUSINESS CHANGE, **CMC PARTNERSHIP CONSULTING**



CHARITY PARTNER:

We are honoured to announce Aching Arms as our official Charity Partner for the Enterprise and Business Architecture Conference, Business Change and Transformation Conference, and the Service Design Conference 2025.

Aching Arms is a UK-based charity dedicated to supporting bereaved parents who have experienced the devastating loss of pregnancy and baby loss. Through their comfort bears—donated in memory of another baby gone too soon—they provide a tangible source of comfort and connection to parents during their darkest moments. These bears are distributed through hospitals, hospices, support groups, and directly to families.

We are proud to support Aching Arms in their mission to bring comfort and hope to bereaved families. Together, let's create awareness and make a meaningful impact.

To learn more about Aching Arms and how you can support their incredible work, visit www.achingarms.co.uk.

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Enter Discount Code: GRP20

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VENUES

16 & 17 June 2025

Conference and Exhibits Venue:

Convene 133 Houndsditch London

18 - 19 June 2025

Workshops Venue:

etc. venues Fenchurch Street London

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