

EHL HumanX Summit 2026 to Convene Global Leaders to Advance Human-Centric Leadership and Innovation



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Lausanne, Switzerland — April 21, 2026 — EHL Hospitality Business School announces the second edition of the HumanX Summit, taking place May 19 & 20, 2026, in Lausanne Campus. Bigger, bolder, and entirely redesigned, this year's edition brings together 600 participants and 40 speakers from across the globe for two days that are built to move and inspire. An experience that marks a defining new chapter for human-centric leadership, bringing leaders together to shape the future of the conversation.

A New Framework for Leadership: HumanX

HumanX, standing for **Human Experience, Business Excellence, and Experimentation**, reflects a new paradigm for leadership in complex systems. The summit positions human-centricity not as an abstract ideal, but as a practical capability shaping business outcomes across sectors.

Under the theme “**Leading with Humanity: where connection and care drive strategy**,” the summit responds to a defining shift across industries: as technology accelerates, the ability to lead with empathy, emotional intelligence, and human understanding is emerging as a critical differentiator. International leaders, innovators, and decision-makers will explore how connection and care are becoming central drivers of strategy, performance, and innovation.



“At EHL, we believe the future of leadership lies in the ability to combine performance with humanity. The HumanX Summit creates a platform to explore how connection, care, and human understanding can drive both innovation and long-term value.” Markus Venzin. EHL CEO.

Strategic Partnerships Advancing the Future of Hospitality and Service Industries

This year's Summit is shaped by two partners, bridging digital innovation with the human dimension. Co-creation partner Coca-Cola HBC brings together one of the industry's most dynamic and versatile 24/7 beverage portfolios with a deep, long-standing commitment to AI. Headquartered in Switzerland and operating across 29 diverse markets in Europe and Asia, the company is continuously piloting emerging technologies and developing purpose-built tools. These initiatives are designed to free up employee and customer time, deepen customer relationships, raise execution standards in the marketplace, and drive growth that lasts.

The Canton of Vaud, premium partner, adds that same energy at a regional scale: connecting companies, universities, research institutes, and investors into a thriving ecosystem where big ideas find the capital, talent, and partnerships they need to scale.

“At Coca-Cola HBC, we believe the best outcomes happen when people and technology work together. We're energized by what becomes possible when AI augments human thinking - sharper ideas, better decisions, and greater value for our customers and consumers alike. Our partnership with EHL's HumanX Summit reflects that belief in action. It brings together academic rigor and business experience to test, learn, and share what genuinely works - across hotels, restaurants, cafés, and bars. When the right people, insights, and experimentation come together, innovation stops being a concept and starts delivering real, lasting growth for our partners” said Naya Kalogeraki, Chief Operating Officer, Coca-Cola HBC.

Together, we are shaping the future conversations of the HORECA industry - and the HumanX Summit is the innovation catalyst where this future gets built.

A Cross-Sector Line-up Reflecting the Rise of Human-Centric Competencies

The summit convenes a diverse group of global leaders, illustrating how hospitality competencies, such as emotional intelligence, cultural agility, and relationship-building, are increasingly relevant across industries. [Our distinguished speakers](#) include:



- Hospitality, food and beverage industry leaders from major global groups including Naya Kalogeraki, COO, Coca-Cola HBC, Satya Anand, VP Marriott, Jean-Jacques Morin Deputy CEO of Accor and Christopher Norton, CEO, Equinox Hotels.
- Michelin-starred chefs Norbert Niederkofler and Roy Guy Krenzer
- Healthcare and experience leaders such as Adrienne Boissy, Chief Medical Officer, Qualtrics

The program also features perspectives from futurism, science, sport, and the arts, including Jason Silva EMMY nominated TV producer, contributors from CERN, Olympians such as EHL Alumna Sofia Meakin and Gold Medallist Olivier Zeigler, and artist Roksana Ciurysek-Gedir.

From Insight to Implementation

Day 1 will explore what's next: bringing together fresh research, trend insights, and real conversations on the shifts, tensions, and opportunities shaping the future of human experience and business within a fast-changing environment.

Day 2 of the summit, led by the EHL Innovation Hub, will focus on open innovation and actionable outcomes, creating an environment in which participants can co-create solutions and build lasting partnerships. The program will feature a new investors track and collaborative innovation challenges that bring together corporates, startups, the next generation and subjectmatter experts, alongside sessions dedicated to exploring capital flows, emerging business models and concrete partnership opportunities.

A Global Platform for Human-Centric Transformation

With contributions from global institutions including the World Economic Forum, featuring voices such as Saadia Zahidi, Managing Director & Member of the Managing Board, World Economic Forum as well as leading academic institutions such as Harvard and ESADE, the summit positions itself as a **global platform for advancing human-centric leadership across industries**.

[Details of the program](#)

About EHL:

EHL – originally founded as Ecole hôtelière de Lausanne – is a hospitality management and business education group and recognized as the global leader in hospitality. EHL



welcomes a student body of 4,000 from more than 120 nationalities across 3 campuses in Switzerland and Singapore.

Our holistic approach to education, a hallmark of the Swiss system, seamlessly integrates academic rigor with hands-on experience and a deep commitment to human connection. At EHL, we educate hearts, hands, and minds. Within our two institutions we shape confident, versatile, and resilient leaders for careers in hospitality and wider experience-driven sectors:

- **EHL Hospitality Business School**, accredited by AACSB, NECHE and consistently ranked at the top of its field, offering undergraduate, graduate, and executive programs that deliver practical leadership, strategy, and operational insights.
- **EHL School of Practical Arts**, providing vocational programs in hospitality, boasting expertise from 6 "Meilleurs Ouvriers de France" and an awarded and Michelin-starred academic restaurant.

For more than 130 years, we have been committed to leading innovation in the hospitality and services industry with a focus on emotional intelligence and business acumen. At EHL, education is more than knowledge – it's a transformative experience shared by a community of 30,000 passionate Alumni, who redefine excellence wherever they go. #EHLFamily

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About Coca-Cola HBC:

Coca-Cola HBC is a growth-focused consumer packaged goods business and strategic bottling partner of The Coca-Cola Company. We open up moments that refresh us all, by creating value for our stakeholders and supporting the socio-economic development of the communities in which we operate. With a vision to be the leading 24/7 beverage partner, we offer drinks for all occasions around the clock and work together with our customers to serve 760 million consumers across a broad geographic footprint of 29 countries. Our portfolio is one of the strongest, broadest and most flexible in the beverage industry, with consumer-leading brands across the sparkling, adult sparkling, juice, water, sport, energy, ready-to-drink tea, coffee, and premium spirits categories, with snacks as an additional offering. Our products include Coca-Cola, Coca-Cola Zero Sugar, Fanta, Sprite, Schweppes, Kinley, Costa Coffee, Caffè Vergnano, Valser, FuzeTea, Powerade, Cappy, Monster Energy, Finlandia Vodka, The Macallan, Jack Daniel's and Plazma. We foster an open and inclusive work environment amongst our 33,500 employees and believe that building a more positive environmental impact is integral to our future growth. We



are among the leaders of the global beverage industry across major sustainability benchmarks, including the Dow Jones Best-in-Class Indices, CDP, MSCI ESG, FTSE ESG and ISS ESG.

Coca-Cola HBC is listed on the London Stock Exchange (LSE: CCH) and on Euronext Athens (ATHEX: EEE). For more information, please visit <https://www.coca-colahellenic.com/>