Terence La

AI Lead, Zurich Airport & Tech Founder



50+ talks and panels

30,000+ people in the room

2x TEDx

19 innovation awards

Short bio

Terence La is an AI leader, tech founder, Forbes 30 Under 30 alumnus and two-time TEDx speaker based in Zurich. He has built with generative AI since GPT-2 in 2019 and speaks in English and German about getting AI to work in real organisations.

Long bio

Terence La is AI Lead and Senior Manager at Zurich Airport and the founder of two AI ventures: a workspace for engineering offices and an AI consultancy. He has built with generative AI since GPT-2 in 2019 and shipped 50+ AI products since. He holds a master's from the University of St. Gallen, where he is also a mentor and coach, and is a guest lecturer for AI at ZHAW and FHNW.

He was named to the Forbes 30 Under 30 list and has won 19 innovation awards at hackathons and business competitions. He has spoken at TEDxHECParis and TEDxEDHEC, the United Nations in Geneva, the World Economic Forum and the HSG Community Festival, and joined two SPEAK DIFFERENT TV panels on AI moderated by Reto Lipp. He mentors and judges at Swiss AI Weeks and the ETH VisCon Hackathon. His credo: everything you want is only ten experiments away.

Talks

The power of experimentation: everything you want is only ten experiments away
TEDxEDHEC · 20 or 45 minutes · Companies, universities, events of any size

The paradox of effort: the harder you try, the less you succeed
TEDxHECParis · 20 or 45 minutes · Students, founders, teams under pressure

AI in practice: from first use case to a working system
30 or 45 minutes, or a panel · Leadership teams, boards, industry events

The future of work: what AI changes for roles, teams and careers
30 or 45 minutes, or a panel · Conferences, all-hands, HR and leadership

Stages

TEDxHECParis · TEDxEDHEC · United Nations, Geneva · World Economic Forum · HSG Community Festival · SAP Innovation Breakfast · SPEAK DIFFERENT TV panels · Zentralschweizer KI-Kongress 2026 · RiseUp Summit at Google · Institut auf dem Rosenberg · Asia Society · Swiss AI Weeks · ETH VisCon Hackathon · ZHAW, FHNW and HSG

Formats

Keynote, panel, fireside chat or moderation. English or German. Each talk is adapted to the audience after a short call.



SPEAK DIFFERENT TV panel, moderated by Reto Lipp



TEDxHECParis



United Nations, Geneva

Booking: terencela.com · linkedin.com/in/terencela

High-resolution photos on request