

Zurich is reimagining the future of insurance with ambitious new AI Lab

Collaboration with the University of St. Gallen and the ETH Zurich's Agentic Systems Lab to accelerate industry transformation using the power of artificial intelligence (AI)

In an industry often defined by tradition, Zurich Insurance Group (Zurich) is taking a bold leap forward with the launch of a groundbreaking Zurich AI Lab. Spearheaded by Group CEO Mario Greco, it represents an ambitious move that signals a new era in how insurance is delivered and experienced by its customers.

At the heart of this initiative is a simple but powerful idea: artificial intelligence isn't just a tool to improve efficiency; it's a force capable of transforming the very business model of insurance. AI has the potential to create new customer experiences that are faster, smarter, and more personal than ever before.

Zurich's new AI Lab will help bring that vision to life, by combining world-class academic research capabilities, Zurich's deep industry and technology expertise, and a commitment to responsible innovation. This will enable the AI Lab to accelerate the development of scalable solutions that address real-world insurance challenges and redefine what customers can expect from their insurer.

The Zurich AI Lab will tap into some of Europe's brightest minds by working in collaboration with the Institute of Management & Strategy at the University of St. Gallen and ETH Zurich's Agentic Systems Lab in a joint initiative based out of St. Gallen, Zurich, and Singapore.

A multidisciplinary team of PhD and master's students will lead research efforts, guided by senior leaders from Zurich and professors from the University of St. Gallen and ETH Zurich. In addition to Mario Greco, key executive sponsors include Group Chief Information and Digital Officer Ericson Chan, and Group Chief Transformation Officer Carlos Rey de Vicente; Prof. Dr. Karolin Frankenberger from University of St. Gallen; and Prof. Dr. Elgar Fleisch from ETH Zurich. The Zurich AI Lab will provide academic freedom for University of St. Gallen and ETH Zurich, while accelerating Zurich's innovation drive to develop and adopt new AI solutions. The Zurich AI Lab will also publish academic papers on the transformative impact of AI on insurance, strategy and business models, using data and insights gained from its research.



AI has proven its significant value by enabling us to better serve our customers, reduce response time, and deliver more accurate risk information. The Zurich AI Lab is our moonshot factory, bringing together market-leading business and technology expertise and cutting-edge research with one clear goal: to revolutionize our business model and pioneer the next generation of insurance solutions.

Mario Greco, Group Chief Executive Officer, Zurich Insurance Group



AI will radically transform the business model of the insurance industry. Building on our deep expertise and cutting-edge research in business model innovation and incumbent disruption at the University of St. Gallen, we are excited to collaborate with Zurich, driving transformation, advancing new research, and contributing to society through impactful knowledge, innovation, and partnerships.

Prof. Dr. Karolin Frankenberger, University of St. Gallen



The latest developments in Agentic AI challenge us to rethink not only how we solve complex problems, but also how we organize and build the solutions themselves. ETH Zurich students are at the forefront of this new wave, turning ideas into impactful real-world AI applications. This lab creates the bridge between this talent and a leading business to build what's next.

Prof. Dr. Elgar Fleisch, ETH Zurich

Zurich Insurance Group (Zurich) is a leading global multi-line insurer founded more than 150 years ago, which has grown into a business serving more than 75 million customers in more than 200 countries and territories, while delivering industry-leading total shareholder returns.

Reflecting its purpose to 'create a brighter future together,' Zurich offers protection services that go beyond traditional insurance, to support its customers in building resilience. Since 2020, the Zurich Forest project supports reforestation and biodiversity restoration in Brazil's Atlantic Forest.

The Group has more than 63,000 employees and is headquartered in Zurich, Switzerland. Zurich Insurance Group Ltd (ZURN) is listed on the SIX Swiss Exchange and has a level I American Depositary Receipt (ZURVY) program, which is traded over-the-counter on OTCQX. Further information is available at www.zurich.com.

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