

# KINTALKS

## EXPERTS IN THE FIELD



## Coding with AI at Booking.com

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4th October 2024  
Main Building, 5A-99  
Vrije Universiteit Amsterdam

ORGANISED BY  
KIN CENTER FOR DIGITAL INNOVATION  
<http://www.kinresearch.nl>



SCHOOL OF  
BUSINESS AND  
ECONOMICS



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# VISION OF KINTALKS



With the new developments in digital innovations, controversies around AI and new norms of hybrid working, we are inviting you to KINTalks: a series of inspiring events where practitioners are invited to talk about their work experience in the field of innovation, digital technology, business and/or design.

It seems that there are (too) little moments where academics and practitioners meet. The concept of KINTalks is simple: sharing knowledge, firing up a debate and fostering enduring connections.



# VISION OF KINTALKS

**KINTalks serves several essential purposes:**

- **Facilitating Conversations:** We aim to spark meaningful dialogues among individuals who share common interests.
- **Promoting Mutual Learning:** Our events provide an avenue for experts to glean knowledge from one another's diverse backgrounds and expertise.
- **Networking and Relationship Building:** We actively encourage attendees to connect and establish lasting professional relationships. In essence, KINTalks is your chance to ignite your passion, gain fresh perspectives, and leave invigorated.

Every KINTalks event features a dynamic lineup of one or two captivating speakers, attracting a diverse audience that includes researchers, practitioners, and enthusiasts alike. These events offer a stimulating hour-long interactive talk, followed by valuable networking opportunities. We guarantee an engaging and thought-provoking experience that is sure to ignite meaningful conversations!





# AGENDA

16:15-16:30	Arrival
16:30-16:35	Introduction KINTalk and KIN Center for Digital Innovation
16:35 - 16:40	Booking.com Central Tech presentation
16:40-16:45	Live demonstration of AI coding assistant, Cody
16:45 - 17:25	Panel questions with Francesco Balocco as moderator
17:25 - 17:40	Audience questions
17:40 - 18:30	Networking and drinks

# KINTALK SPEAKER

Bruno Passos is a Group Product Manager driving the Developer Experience at Booking.com. He leads a team responsible for the full Software Development Lifecycle—from coding to deployment—ensuring seamless delivery from development to production. With a strong background in User Experience, Engineering, and Leadership, Bruno is passionate about enhancing developer productivity by enabling teams to write efficient, elegant code without unnecessary distractions. His mission is to streamline the development process so that engineers can focus on solving travel-related challenges with speed and quality.

## Bruno Passos

Group Product Manager - Developer Experience at Booking.com



Matt Sexton is a Principal Engineer at Booking.com, focusing on improving the developer experience. Since joining in 2019, Matt has been instrumental in modernizing the company's web platform. Before that, he worked at Expedia from 2014 to 2019 as a Principal Engineer, driving high-performance, scalable, and accessible global web applications. Prior to that, he spent seven years at Microsoft, optimizing several of the company's largest web applications. With years of experience in building and maintaining high-demand, large-scale systems, Matt is skilled in modern software engineering techniques, including continuous integration, cloud infrastructure, and web performance. His experience spans some of the largest companies in the tech industry, making him an authoritative voice on effective software strategies in a business environment.

## Matt Sexton

Principal Engineer at Booking.com





# KINTALK: CODING WITH AI AT BOOKING.COM

Bruno Passos and Matt Sexton will discuss how AI is being integrated to enhance the software development experience at Booking.com. Bruno, serving as Technology Product Manager, and Matt, bringing technical expertise, will share their unique perspectives on the early learnings from this initiative. They'll explore real-world examples of how AI coding assistants are being used, highlighting both the productivity gains and challenges they've faced along the way.

# PREVIOUS KINTALKS

## **2024: Combining data and expert opinion in elite sport**

What happens when humans and data join forces in decision-making? Agaath Doeleman, a Data Analyst at NOC\*NSF/TeamNL provide insights into this dynamic in the world of elite sport.

## **2023: ChatGPT in Finance**

How do humans and AI collaborate? Generative AI (GenAI) is likely reconfiguring how we work. Christian Martinez, the Finance Automation Manager for Kraft Heinz and founder of The Financial Fox, tackled a question that is on everyone's mind: "Is artificial intelligence threatening my job?"

## **2021: The Brand Humanizing Institute**

Ferry Hoes, an entrepreneur, investor, and co-founder of the Brand Humanizing Institute, talked about what it means to stay human(e) in an increasingly automated world.

## **2021: LUMC: Artificial Intelligence (AI) in the Radiological Workflow**

Stephan Romeyn and Willem Grootjans from Leiden University Medical Center (LUMC) shared their first-hand experiences of developing, introducing and using AI throughout the radiological workflow.

## **2020: Assuring safe, effective and ethical AI**

Charles Kahn, MD, Professor and Vice Chair of Radiology at the University of Pennsylvania, talked about the promise and perils of AI in medical imaging and the prerequisites for the safe, effective and ethical use of AI – with many takeaways for the medical world and far beyond.

## **2020: ING: The Future of Employee Experience**

The speaker discussed how Future Employee Experiences can be enabled by technologies such as chatbots.





# PREVIOUS KINTALKS

## **2020: EDGE technologies**

Real Estate Technologies, towards a smart workplace. Erik Ubels, the CTO of EDGE Technologies, talked about real estate technologies.

## **2019: Dutch Police**

The impact of AI on work: predictive policing. Dick Willems, a data scientist at the Dutch Police and the creator of the predictive policing algorithm “CAS” elaborated on the process of designing, further developing and implementing algorithmic technologies.

## **2019: KPN Telecom: Our (cyber) secure future June**

Jaya Baloo, the Chief Information Security Officer (CISO) of KPN Telecom in the Netherlands talked about the cyber-secure future. She was recognized in 2017 as one of the top 100 CISO's globally.

## **2019: Architekten Cie: Building towards circularity and digital innovation**

Marten de Jong talked about building towards circularity and digital innovation. The focus of his experience is on the sustainable (re)development of areas, buildings, recent heritage, and protected cultural landscapes, where he champions adding value in an increasingly dense urban environment.

## **2019: KLM: Being where your customers are**

Lydia van Schaik, Manager of Mobile Apps and Capabilities at KLM Royal Dutch Airlines, talked about innovation and mobile apps at KLM.

## **2018: Air Force Command**

Fighter Pilots and Open Innovation. Fighter pilot Patrick, with colleagues from the Belgian Army and Royal Netherlands Navy, talked about the struggles and opportunities of managing the closed-off defence organization and the need for open innovation to remain on top of current technological developments.

# LOCATION AND DIRECTIONS

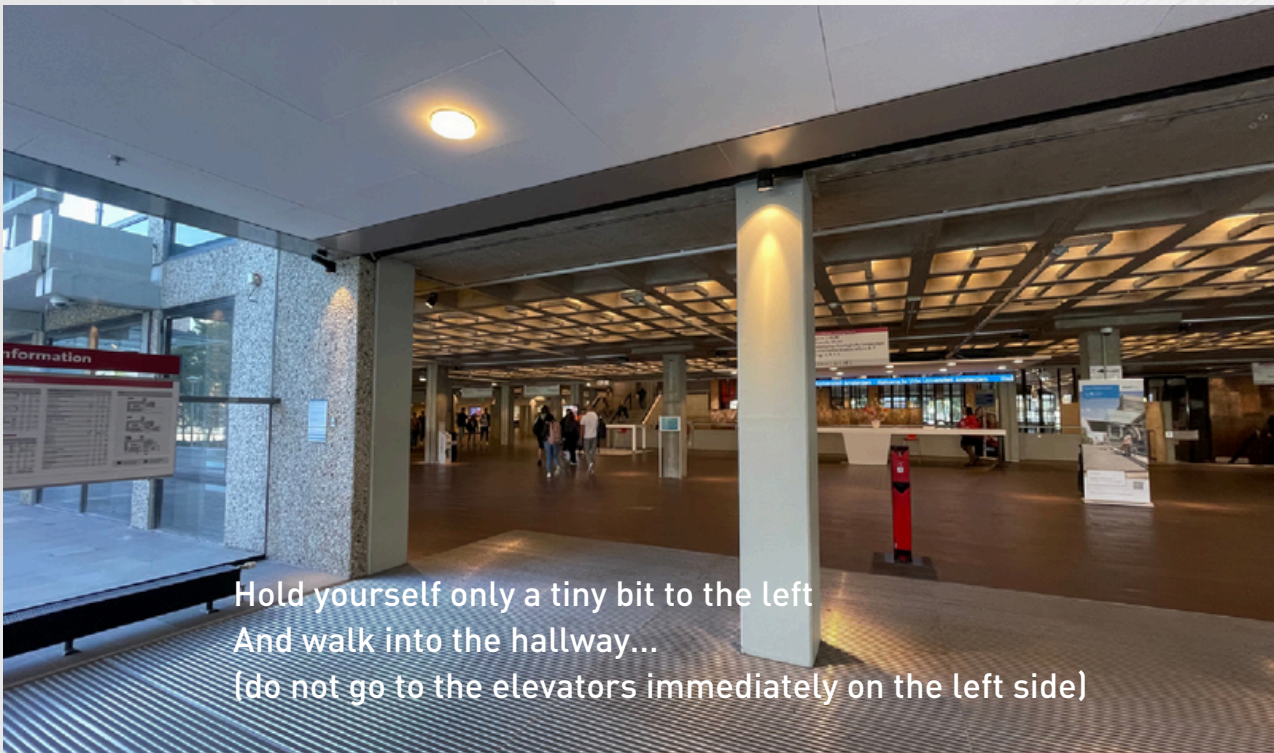
The KINTalk is held at Vrije Universiteit Amsterdam, School of Business and Economics, conveniently situated in the southern part of Amsterdam, just a short walk from Amsterdam Zuid train station. For more information (including parking):  
Click on this map.





# DIRECTIONS TO WING 'A' OF THE MAIN BUILDING

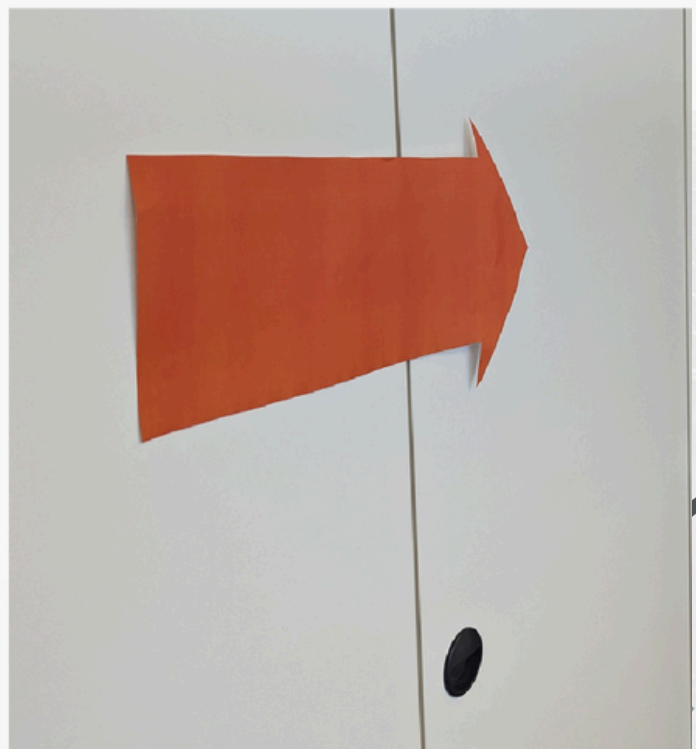
You enter the building. Once inside, you keep yourself slightly to the left side and walk forward along the IT desks until you see the elevators at the end of the hallway. You enter the elevator and press 5.





# DIRECTIONS TO THE 5TH-FLOOR PANTRY IN THE MAIN BUILDING

You are on the 5th floor. Please follow the orange arrows to reach room 5A-99.





# LET'S KEEP IN TOUCH

Are you eager to stay informed about the latest and most thrilling advancements in digital innovation? From the evolution of smart technologies within ecosystems to the transformation of work methods in the era of AI, from the dynamics of crowdsourcing via online platforms to the evolving role of IT organizations. Don't miss out – subscribe to the KIN Center for Digital Innovation newsletter and keep your finger on the pulse of innovation!



Sign up for our KIN newsletter [here](http://eepurl.com/dkD5Ij) or select the link: <http://eepurl.com/dkD5Ij>