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Fifth Annual Technology, Media and Communications  
Conference

Agenda and speaker biographies

Amsterdam, 30 October 2019

<b>9:30 AM</b>	Welcome remarks
<b>9:40 AM</b>	<p><b>Does your digital identity matter?</b></p> <p>— Tey El-Rjula, <i>The Invisible Man</i></p>
<b>10:05 AM</b>	<p><b>Panel: Is blockchain the key to establishing trust?</b></p> <p>Many companies are integrating blockchain into their business as an example of their security practices. But in today's digital world, where it is hard to know who/what to trust, how can we be reassured that blockchain practices are really securing and maintaining the integrity of our information?</p> <p>— Tey El-Rjula, <b>The Invisible Man</b></p> <p>— Peter Penning, Head of IT Finance &amp; Procurement, IT Lead Blockchain Team, <b>ING</b></p> <p>— Peter Verkoulen, Coalition Manager, <b>Dutch Blockchain Coalition</b></p> <p>— Simon Sanders, Attorney-at-law, <b>CMS Netherlands</b></p>
<b>10:40 AM</b>	<b>Break</b>
<b>11:00 AM</b>	<p><b>Panel: Will 5G divide us?</b></p> <p>Old models need to be set aside to ensure 5G networks are diverse, flexible, widespread and efficient. How can we ensure industry and government work collaboratively to achieve ambitious rollout goals, and put in place the digital infrastructure on which our connected world will be increasingly dependent?</p> <p>— Sicco Boomsma, Director, Telecom Media and Technology, <b>ING</b></p> <p>— Rob Cameron, Vice President, Strategic Transformation, <b>Nokia</b></p> <p>— Alberto Moreno, Head of Regulation, <b>Telefónica Spain</b></p> <p>— Chris Watson, Partner, Global Head of Technology, Media and Communications, <b>CMS UK</b></p>
<b>11:35 AM</b>	<p><b>The connected stadium of the future</b></p> <p>— Henk Markerink, CEO, <b>Amsterdam ArenA</b></p>
<b>11:55 AM</b>	<p><b>Becoming a media tech business</b></p> <p>— Joost Galjart, Chief Strategy Officer, <b>Talpa</b></p> <p>— Laure Chemla, Senior Associate, <b>CMS Luxembourg</b></p>
<b>12:20 PM</b>	<p><b>Announcing the CMS Breach Assistant</b></p> <p>— Christian Runte, Global Co-Head of Data Protection, <b>CMS Germany</b></p>
<b>12:30 PM</b>	<b>Lunch</b>

1:30 PM	<p><b>In bed with Airbnb</b></p> <ul style="list-style-type: none"> <li>— Tanja de Coster, Associate General Counsel, <b>Airbnb</b></li> <li>— Dirk van Liedekerke, Partner, <b>CMS Belgium</b></li> </ul>
1:55 PM	<p><b>Panel: Data as currency for society's good</b></p> <p>Is the one size fits all sector agnostic and highly prescriptive data protection regulatory regime in Europe fit for purpose? Is the regulatory regime allowing society to truly leverage the rapid developments in data driven technology? What tensions need to be resolved to keep data subjects sufficiently in control while still allowing data driven solutions to flourish. Could the development of data trusts form part of a solution?</p> <ul style="list-style-type: none"> <li>— Cecilia Álvarez Rigaudias, EMEA Privacy Policy Director, Facebook</li> <li>— Geoffrey van Meer, Head of Data Intelligence, RTL</li> <li>— Reinoud Weijman, CEO, Advanced Encryption Technology Europe</li> <li>— Emma Burnett, Partner, Head of Technology, <b>CMS UK</b></li> </ul>
2:30 PM	Break
2:50 PM	<p><b>Our shared responsibility for AI - augmenting the human ingenuity</b></p> <ul style="list-style-type: none"> <li>— Zsuzsanna Mátrai, Corporate Affairs Director, Central and Eastern Europe, <b>Microsoft</b></li> </ul>
3:15 PM	<p><b>Panel: Intelligent business - coworking with AI</b></p> <p>AI presents us with the opportunity to evaluate our relationship with work. To fully deliver on its promise, a human-centric approach is needed, but what degree of human involvement is necessary to ensure decisions made by machines, particularly in a commercial setting, are not skewed? How can an IoT and AI enabled world lead to new job growth, and ensure inclusivity well into the future?</p> <ul style="list-style-type: none"> <li>— Marleen Huysman, Full Professor, Head of KIN Research, Head of Information, Logistics and Innovation Department, <b>VU Amsterdam</b></li> <li>— Rina Joosten-Rabou, Co-founder, Chief Commercial Officer, <b>Seedlink</b></li> <li>— Katja van Kranenburg-Hanspians, Partner, Head of Technology, Media and Communications, <b>CMS Netherlands</b></li> </ul>
3:45 PM	Closing remarks



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# About our speakers

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## Cecilia Álvarez Rigaudias

### EMEA Privacy Policy Director | Facebook

Cecilia Álvarez Rigaudias is the EMEA Privacy Policy Director at Facebook since March 2019. From 2015 to 2019, she served as European Privacy Officer Lead of Pfizer, Vice-Chair of the EFPIA Data Protection Group and Chairwoman of IPPC-Europe. For an interim period, she was also the Legal Lead of the Spanish Pfizer subsidiaries. She formerly worked 18 years in a reputed Spanish law firm, leading the data protection, IT and ecommerce areas of practice as well as the LATAM Data Protection Working Group.

She is a member of the Spanish Royal Academy of Jurisprudence and Legislation in the section of the Law on Technologies of the Information and the Knowledge as well as Arbitrator of the European Association of Arbitration (ITC section).

She formed part of the Volunteer Group of Privacy Experts of the OECD (Working Party on Information Security and Privacy; WPISP) in charge of the 2013 review of the OECD guidelines governing the protection of privacy and transborder data flows of personal data. She formerly participated in the Group of Experts selected by the Spanish DPA to prepare the Madrid Resolution on International Privacy Standards in 2009.

## Emma Burnett

### Partner, UK Head of Data Protection | CMS UK

Emma advises high profile international clients on her core specialism of data protection and has significant experience in information technology and intellectual property law, having previously undertaken a secondment to Royal Mail Group Limited as acting Head of the IT/IP legal team.

Emma is known for her proactive, solutions orientated approach and acts for clients across a wide range of industry sectors, including the technology, media and telecommunications, life sciences and financial services sector. Emma sits on the editorial board of Lexis PSL where she advises on data protection, IT and telecoms. She is also a member of the Financial Markets Law Committee, as part of which she has participated in a European Data Protection Reforms Working Group on the EU's General Data Protection Regulation.



# Henk Markerink

## CEO | Amsterdam ArenA

Henk has been CEO of the Amsterdam ArenA, The Netherlands, since 1995. He was the project manager for the design and construction of the ArenA from 1991 till 1995. He has been actively involved in the development of the ArenA Boulevard Area into a new Sports, Leisure and Entertainment destination. He graduated from the Eindhoven Technical University and earned a Masters degree in Architecture and Structural Engineering. After his graduation he worked for Arcadis Building Consultancy and Twijnstra Gudde Management Consultants.

In 2000 Henk founded Amsterdam ArenA Advisory, now called Amsterdam ArenA International. With this company he worked on various stadium. Henk has been also actively involved in the World Cup projects of Qatar 2022.

Henk is member of the Economic Board of the Amsterdam Metropolitan Area, member of the Advisory Board Disabled Sports Fund and board member of "Beter Benutten II" (Optimising infrastructure and mobility) (together with the Minister of Infrastructure & environment and the commissioner of the province North-Holland).



# Zsuzsanna Mátrai

## Corporate Affairs Director | Microsoft Central and Eastern Europe

Zsuzsanna Mátrai joined Microsoft in September 2017 after 20 year diplomatic career with the Ministry of Foreign Affairs of Hungary. She is based in Budapest focusing on Microsoft's corporate and government affairs across Central and Eastern Europe and an advocate of Microsoft's core values and philanthropic activities ranging from AI through privacy and security issues to education. In cooperation with Microsoft's Brussels she is involved with strategic planning to positively shape the debate and public policy outcomes on issues important to the ICT industry.

Prior to joining Microsoft, her diplomatic career focused mainly on Hungary's European integration process and included various external communication responsibilities. In her last diplomatic role for the Hungarian Embassy in Paris, she was responsible for analyzing and addressing a broad range of public policy issues across the entire European region, as well as engaging at senior level with leading influencers from the public and private sectors, intergovernmental organizations, academics and civil society.

She holds degrees in economic sciences and European law.



# Alberto Moreno

## Head of Regulation | Telefónica Spain

Alberto has led the regulatory strategy in Telefónica for ultrafast broadband network roll-out. He is actively participating in defining the regulatory framework in order to identify the regulatory incentives for an investment-friendly framework. Before joining Telefónica, he worked for the Spanish NRA in the technical department. Prior to that, he worked for the Spanish Administration as a civil servant in charge of radio emission monitoring. Alberto is a telecommunication engineer and studied at the Universidad Politecnica in Madrid.



## Christian Runte

### Partner | CMS Germany

Christian's advisory practice focuses on German and European data protection law as well as on assisting his clients with the development and distribution of software and other technology assets. He is also widely experienced in handling German and international technology transactions and IT outsourcing projects. Christian's clients include international technology companies and service providers who particularly appreciate his negotiation skills.



## Simon Sanders

### Attorney-at-law | CMS Netherlands

Simon is an attorney in our IP/TMC Practice Group. As a former in-house counsel for a leading telecommunications multinational, he was hired by CMS to lead the telecommunications practice. Since then the practice has been expanding at a rapid pace. In addition, Simon advises both suppliers and customers on all legal aspects of contracting and implementing complex IT projects. Simon's knowledge of the technical and operational aspects of telecommunications and IT, combined with his legal skills, are widely acknowledged.



## Katja van Kranenburg- Hanspians

### Partner | CMS Netherlands

Katja heads the Employment & Pensions Practice Group and the Technology, Media & Communications Sector Group of CMS in the Netherlands. She advises international companies about high profile employment law related matters such as cross-border outsourcing and transfer of undertaking, collective/individual dismissals, co-determination, trade unions and collective bargaining agreements, expatriate matters and remunerations. She is a frequent litigator on topics as transfer of undertaking and high profile dismissals. Katja is actively involved in the partnership of CMS in the Dutch Blockchain Coalition where she heads the Human Capital Agenda. The DBC is a public private cooperation and a leading organisation in the Netherlands on the expansion and usage of blockchain in the Netherlands.



## Geoffrey van Meer

### Head of Data Intelligence | RTL

Geoffrey has an extraordinary interest in media consumption. RTL sells emotion; every hour and every minute of every day. Geoffrey's data science team collects and analyses data through text mining and face recognition of the actors. He quantifies the emotions in TV-content and supports program makers and creatives in their daily business to make content that meet the needs of the viewer.

# Dirk van Liedekerke

## Partner | CMS Belgium

Dirk specialises in EU and Belgian competition law and telecommunications law. With more than twenty years of experience in these areas, his expertise ranges from advising major EU public operators on electronic communications regulation, to assisting with litigation on inter-operator conflicts, regulatory complaints, and competition and merger control filings and litigation. He counsels and assists undertakings active in all industries in respect of the implication on their business activities of the Belgian and EU competition rules.



# Peter Verkoulen

## Coalition Manager | Dutch Blockchain Coalition

Peter obtained his M.Sc. in Computer Science from Eindhoven University of Technology. After a research project with five Dutch universities, he also obtained his Ph.D., after which he worked as an assistant professor at Twente University.

Afterwards, he moved to the Dutch Ministry of Traffic & Transport, responsible for a number of ICT innovation projects. In 1997 he moved to Atos, holding many roles on the edge of ICT, business, management and sales. Often taking new challenges, thinking “out-of-the-box”, cooperating in teams with colleagues, customers and sometimes even competitors. In total, Peter has worked for Atos for 16 years, with a two year intermezzo as an outsourcing advisor for KPMG/EquaTerra.

In 2015 Peter became CEO of Brightlands Smart Services Campus. A triple helix organisation creating an ecosystem of large companies and organizations, SME's, start-ups, students and researchers jointly innovating in the area of digital transformation. Built from scratch, BSSC now consists of some 80 companies and organisations. In relation to this role, Peter also became a part-time professor at Maastricht University.

Since September 1, Peter is the Coalition Manager of the Dutch Blockchain Coalition (DBC). The DBC is a cooperation between partners from government, business and science with the objective to create a safe and sound blockchain infrastructure for The Netherlands, in the broadest sense of the word.



# Chris Watson

## Global Head of Technology, Media and Communications | CMS UK

Chris is one of the world's leading communications law experts.

He is recognised in The International Who's Who of Telecoms & Media Lawyers 2018 as a 'Most Highly Regarded Individual' in which he is described as "exceptionally bright", and boasts an "amazingly international practice". He is also included as one of only 15 Global Elite Thought Leaders in the Who's Who Legal Data – Telecoms & Media 2019.

Chris focuses his international practice, particularly in the areas where competition law and regulation overlap, and on EU law arising in cross-border and complex electronic network industry transactions. He also has extensive experience in other regulated network sectors such as postal, electricity and other utilities and as well as broad experience on commercial, corporate, and financial matters. His background training as an EU competition lawyer means he has special insight into the competition aspects of regulatory work.

He is a past member of the governing Council of the International Bar Association (IBA), chair of its Diversity Council and a past chairman of the Communications Law Committee. Chris's memberships also include Supreme Court of England and Wales, and the Paris Bar.

