

Your World First

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Law . Tax

Innovate to Survive

Agenda and speaker information

Friday, 8 December 2017

Agenda

10.00 **Opening Remarks**

Chris Watson, Global Head of Technology, Media and Communications, CMS UK
Dóra Petrányi, Managing Director, Central Eastern Europe, CMS Hungary

10.10 **The Future of Food**

Rohan Pradhan, Global Head of Editions, Deliveroo

10.30 **Is eSports the next big sensation?**

Michiel Bakker, CEO, Ginx eSports TV
Seong Sin Han, Head of Marketing Legal Services, UEFA
Pietro Fringuelli, Partner, CMS Germany
Dolf Segaar, Partner, CMS Netherlands

As the popularity of eSports grows, traditional sports have responded in a mixed way – sometimes with apprehension, sometimes spotting an opportunity, and sometimes being plain puzzled as to its appeal. Start to understand the eSports landscape and hear how third parties can use eSports to their commercial advantage.

11.15 **Game-changing financial services**

Martin Smith, Head of Marketing, Concirrus
Robert Kałuża, Co-founder, Billon Group
Kirsty Rutter, Managing Director, Innovation, Barclays
Anne Chitan, Of Counsel, CMS London
Ireneusz Piecuch, Partner, CMS Poland

How are banks and insurers being disrupted by startups, and how can they work together?

11.45 **The Digital Transformation Journey**

Deborah Sherry, Senior Vice President, Chief Commercial Officer, GE Digital, Europe

12.00 **60 years of AI – a bird's eye view**

Margaret A. Boden OBE ScD FBA, Research Professor of Cognitive Science, University of Sussex

Since Margaret Boden's first scientific publication on artificial intelligence in 1972, she has witnessed some of the most significant breakthroughs and periods of struggle in the area. Maggie will give us a rare and valuable insight into the developments in AI over time.

12.30 **Lunch**

13:15 IBM Watson at work

Craig Dawson, Head of Europe, IBM Watson

Chris Watson, Global Head of Technology, Media and Communications, CMS UK

How is AI being applied in practice? Craig Dawson will share how IBM Watson's technologies are wowing and transforming organisations.

13:45 Innovate or your deal could die

Owen Oliver, Product Manager, Workshare

Daniel Sasaki, Managing Partner, Mayfair Equity Partners

Peter Wallqvist, Vice President of Strategy, iManage

Chris Baldwin, Consultant, CMS UK

Klaus Jäger, Partner, CMS Germany

The pressure to be more efficient and drive legal costs down is even more intense. This panel will discuss the practical applications and benefits of legal technology, the risk appetite of investors, and what the role of lawyers will be in the future.

14:15 The Rise of the New Luxury Economy

Javier Cedillo-Espin, CEO, onefinestay

14:30 Why brands that put people at the heart of innovation will thrive

Amanda Baker, Strategy Manager, Rooster Punk

Tom Elgar, Co-Founder, Passle

Rob Wilmot, Founder and CEO, Crowdicity

Charles Kerrigan, Partner, CMS UK

There are multiple factors that make an organisation truly 'innovative', and it is people who will always be at the heart of that – be it employees, customers, or the wider world.

15:00 Closing remarks

15:15 Christmas drinks reception

Speaker Biographies



Amanda Baker

Creative Strategy Lead | Rooster Punk

As Creative Strategist at Rooster Punk, Amanda pokes, prods and sifts out the magical nuggets of insights to help brands shift their thinking from product-first to people-first. She is a big believer in being brave in business to create and nourish a culture of innovation to stay competitive. Amanda has over seven years of experience working with global tech and fintech businesses, inspiring leaders and teams to adopt a human-first strategy that connects with people on an emotional level.



Michiel Bakker

CEO | Ginx eSports TV

Michiel was a member of the founding team of MTV Networks Europe (now known as Viacom International Media Networks), and was chair of Nickelodeon and Comedy Central UK. He is the founding CEO of Ginx eSports TV, the world's largest esports TV channel – which reaches over 50 million homes in 80 territories and attracted investment from ITV and Sky. He also chaired the VIMN diversity council and remains a diversity champion. A native Dutchman, Michiel lives in London where Ginx eSports TV is headquartered.



Chris Baldwin

Consultant | CMS UK

Chris is a legal technology specialist with over 25 years of experience assisting lawyers and their clients with technology issues that arise in contentious matters.

Chris is the former managing director of one of Europe's leading litigation technology companies, and his work has involved him in international investigations across a wide range of markets and regulatory environments. His work in public sector evidence gathering and presentation is acknowledged in the processes and procedures in place in the UK Courts and international tribunals today.



Margaret Boden, OBE ScD FBA

Research Professor of Cognitive Science | University of Sussex

Margaret A. Boden OBE ScD FBA is Research Professor of Cognitive Science at the University of Sussex, where she helped develop the world's first academic programme in cognitive science. She holds degrees in medical sciences, philosophy, and psychology, and integrates these disciplines with AI in her research.

She is a Fellow of the British Academy and of the Association for the Advancement of Artificial Intelligence, and scientific adviser to the Centre for the Future of Intelligence (University of Cambridge) and to the All-Party Parliamentary Group on AI.

Her work has been translated into twenty languages. Her books include *The Creative Mind: Myths and Mechanisms* (1990/2004); *Mind as Machine: A History of Cognitive Science* (2006); and *AI, Its Nature and Future* (2016).



Javier Cedillo-Espin
CEO | onefinestay

Javier joined onefinestay in July 2017 to lead the assimilation of Travel Keys, Squarebreak and onefinestay under the onefinestay brand. Javier brings to this role a diverse repertoire of experiences acquired in key global markets across North America, Asia Pacific and Europe, with leading brands, including Starwood and AccorHotels. He has been at the helm of a number of roles in distribution, brand development, and regional management most recently acting as AccorHotels' Global Integration Officer post the acquisition of Fairmont Raffles Hotels International. Javier is a graduate of the Cornell University's School of Hotel Administration, holds an Executive MBA from Essec-Mannheim Business School and a Diploma in Japanese Language from Hokuriku University. He is fluent in English, French, Japanese and Spanish.



Anne Chitan
Of Counsel | CMS UK

Anne's practice covers various industry sectors with a focus on telecoms, media and technology. Anne started her career in the global loans department of Allen & Overy before joining Olswang (now CMS) where she advised on a wide variety of deals including Sportech plc, euNetworks, Cityfibre, the Shine Group and various lenders. Anne has won numerous awards, the latest being Banking Adviser of the Year at Finance Monthly Awards 2017.



Craig Dawson
Watson Leader Europe | IBM

Craig is the European Watson Leader, he has been with IBM for over 20 years during which he has held multiple leadership positions in Europe in Artificial Intelligence, Analytics, and was a Partner in IBM's consulting business.

He has worked extensively in banking, consumer packaged goods and industrial industries, delivering and running everything from reporting requirements and solution design, through to the development of AI and Analytics solutions focusing on fast and effective data movement and insight.

Since early 2016 Craig has been focused entirely on Artificial Intelligence, and how it can be deployed with appropriate workload to drive insight that empowers decision makers.



Tom Elgar
Co-Founder | Passle

Tom co-founded Passle, an Expert to Expert marketing platform which enables the busy, bright experts in knowledge businesses to create timely, authentic & highly focused content. His clients include Deloitte, Hitachi, Everis & Grant Thornton (accountancy/ consultancy), , Close Brothers (Financial Services), NTT, SAP & Pega Systems (software), Ketchum (PR) and some 150 others, including law firms. Previously, he co-founded and was CTO at Serverside Group. Their technology enabled the personalisation of payment cards . He sold Serverside to Gemalto N.V. in 2012.

Speaker Biographies



Seong Sin Han

Head of Marketing Legal Services | UEFA

Seong has been the Head of Marketing Legal Services at UEFA since 2010 and manages UEFA's legal team responsible for supporting all of UEFA's commercial activities (ranging from media and digital rights and sponsorship to TV/media production). Since 1999, Seong has worked for organisations around the world in the international football and sports sector, including not only in relation to all UEFA competitions since 2005 (including EURO, European Qualifiers, UEFA Champions League and UEFA Europa League), but also the 2002 FIFA World Cup and 2003 FIFA Women's World Cup. He was also the business affairs adviser to the former World Cyber Games during the expansion of the WCG outside of Korea in the early 2000s.



Klaus Jäger

Partner | CMS Germany

Klaus advises companies on all aspects of corporate and business law, with a special focus on the tech, media and communications sectors, on national and cross-border M&A transactions as well as on private equity and joint venture projects. Klaus joined CMS and was made partner in 2003. Having worked for four years as in-house lawyer with one of the big four accounting firms in Paris, he has extensive experience coordinating international projects.



Robert Kałuża

Co-Founder and COO | Billon

Robert co-founded Billon, and is an expert in complex IT strategies and transformational integrations at blue chip companies – HP, Mars and Orange, across multiple locations in Europe. He has M.S. degrees in computer science, marketing and finance, and an MBA from the University of Hull.



Charles Kerrigan

Partner | CMS UK

Charles is a Partner in the Banking and Finance Group at CMS. He is a Leading Individual in the Legal 500: "clients praise the 'technically excellent' Charles Kerrigan", "insightful, clever and well-connected"; and recommended in Chambers and Partners: "unassuming dynamism". Charles is recognised as a leading contributor to the development of technology, media and telecoms finance, and is a widely published author.



Owen Oliver

Product Manager | Workshare

Owen is Co-Founder and now Product Manager of Workshare Transact, which is used by global law firms to run corporate and finance transactions. He created Transact in a practical attempt to remove the organisational chaos and document admin associated with running legal deals, following his experiences as a transactional lawyer at Fieldfisher. Owen studied at the University of Cambridge.



Dóra Petrányi
CEE Managing Director | CMS Hungary

Dóra is a partner and CEE Managing Director. In addition to that she heads the Technology, Media and Communications (TMC) practice in Hungary and plays an important role in developing the sector in the region and Europe-wide. Previously she was lead counsel of the Hungarian incumbent and has over 15 years of experience in the sector. Her major clients are TMC and pharma companies, foreign-owned commercial banks, and major joint ventures. Dóra is recommended by Legal 500 and Chambers and Partners in several areas including Technology, Media and Telecoms, Competition and Intellectual Property. According to Chambers she is “one of the best lawyers in Hungary”.



Ireneusz Piecuch
Partner | CMS Poland

Irek coordinates our telecoms, new technologies, e-commerce and Internet of Things services across 6 offices in CEE. Irek specialises in complex and sophisticated legal projects. His experience with Management Boards of international corporations and companies listed on the Warsaw Stock Exchange allows him to combine acute understanding of business and sector with regulatory experience.



Rohan Pradhan
Global Head of Editions | Deliveroo

Rohan joined Deliveroo in May 2016 as Director of Strategic Projects. He was appointed VP, Editions in June 2017. Before Deliveroo, Rohan was in the founding team of Amazon Prime Now in the US, before leading European expansion. He also founded Chefstro, a marketplace for chefs, after spending 4 years at Blackstone and McKinsey. Rohan holds an MBA with Distinction from Harvard Business School.



Kirsty Rutter
Managing Director, Innovation | Barclays

Kirsty Rutter is a Managing Director at Barclays with over 20 years of experience across FinTech, Banking, Data, Finance, Change and Transformation. She has led change programmes end-to-end across the banking sector, including Barclays Corporate and Barclays Investment Bank alongside other institutions. She is the Innovation Officer for BUK and accountable for leading Innovation support to deliver solutions to Business priorities and developing new opportunities.



Daniel Sasaki
Managing Partner | Mayfair Equity Partners

Daniel is a founder of Mayfair and is the firm’s Managing Partner. He has been investing in TMT and consumer businesses globally for the past 20 years. Prior to Mayfair, he led the investment effort of LDC’s London office, where he completed a number of high-profile investments including Easynet Global Services, Fever-Tree and uSwitch. Before joining LDC, Daniel had a successful investment career at Credit Suisse First Boston and SOFTBANK Europe Ventures, where he was the UK Head. Born in the US and raised in the US and Japan, Daniel started his career as a corporate lawyer on Wall Street for Simpson Thacher & Bartlett. He was admitted to the New York Bar and remains a Member of the American Bar Association.

Speaker Biographies



Dolf Segaar
Partner | CMS Netherlands

Dolf specialises in matters of corporate governance and corporate litigation. He has a special interest in sports law and sports-related issues such as image rights, broadcasting & digital media and events. In 2015 he was awarded the medal of honour by the Dutch Olympic Committee for his involvement in sport. His client base consists of Dutch Premier League clubs, sports federations, sports marketing companies, event organisers and one of the major sports equipment and sports apparel brands. The Dutch Olympic Committee and Ministry of Sport created the Dutch Anti-Doping Authority and Dolf joined the board in 2006, then served as Chairman from 2008 until March 2015.



Deborah Sherry
Senior Vice President and Chief Commercial Officer | GE Digital, Europe

Deborah Sherry is the Senior Vice President and Chief Commercial Office of GE Digital in Europe. Her mission is to deliver the next industrial revolution. Her division delivers cloud-based solutions that connect industry, transforming industrial businesses into digital industrial businesses by generating insights from machines and translating data to intelligence to drive step-change improvement in productivity.

Prior to joining GE, Deborah spent nearly 9 years at Google. She led divisions across EMEA, opened new markets and increased business 5-fold for Google. Before joining Google, Deborah spent 7 years in the France Telecom Group (now Orange) running multi-platform portal and advertising businesses and global platform convergence efforts. Deborah also worked at Samsung, based in the Chairman's office in Korea, driving transformation across Samsung Electronics and other Samsung companies, and she worked at Citibank in London.

Outside of the day job, Deborah has held a variety of roles in industry and in the community. She is a strong supporter of diversity, promoting equality for women and the LGBT community.



Martin Smith
Head of Marketing | Concirrus

Martin is Head of Marketing at Concirrus, an insurtech company helping insurers to take advantage of the Internet of Things. His previous experience includes strategy, innovation and consumer insight, working with organisations across a range of industries. He has previously been published in The International Journal of Market Research and writes regularly for Concirrus.



Peter Wallqvist
Vice President of Strategy | iManage

Peter started his career in the information retrieval industry as a research engineer at BT Research at the turn of the millennium. From there he went on to being part of delivering some of the largest and high profile search and unstructured data processing systems in the world. He co-founded RAVN Systems in 2010 together with equally experienced scientists and engineers to build and deliver the next generation Applied AI systems.

In May 2017, RAVN Systems was acquired by iManage, the leading vendor of Work Product Management solutions in the legal space. This will make the consumption of RAVN's technologies a lot easier by law firms and professional services organisations.



Chris Watson
Global Head of Technology, Media and Communications | CMS UK

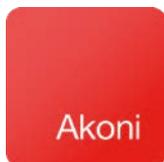
Chris focuses on international commercial matters in the technology, media and communications sectors, particularly in areas where competition and regulation overlap, and on EU law arising in cross-border and complex telecommunications transactions. He has been recognised in The International Who's Who of Telecoms & Media Lawyers as a 'Most Highly Regarded Individual'. He is a regular contributor to magazines, a sought after speaker and is frequently quoted in the media. He is a member of the governing Council of the International Bar Association (IBA) and a past chairman of the Communications Law Committee. Chris also sits on the newly formed Diversity Council of the IBA, and is a diversity champion at CMS.



Rob Wilmot
Founder and CEO | Crowdicity

Rob is no stranger to innovation: back in the late nineties, he was one of the three founding executives of Freeserve, the Internet Service Provider that disrupted an industry by giving internet access away for free! After an IPO valuing the business at £1.6 billion he became one of the youngest executive officers of a FTSE 100 company at the age of 29. Since then he's founded and invested in a number of tech ventures. His latest one, Crowdicity, is an innovation management platform which helps others to transform their enterprises via the crowdsourcing of ideas.

Start-up Alley



Akoni

With interest rates changing all the time, you don't have the time or access to secure the best rates every time the market moves. Akoni ensures your business cash is always earning the best possible rates through a Cash Planner, with an algorithm tailored to your commercial governance requirements, and automated reallocation and settlement as products and the market changes. Akoni also provides a platform on a white-label enterprise basis to banks.



Anon AI

Anon AI automates data anonymisation using AI. Automating data anonymisation helps businesses share data securely. We use natural language processing to identify personal information in data and the latest anonymisation techniques to anonymise it. This approach maximises privacy in data sets protecting customer information and contributing to GDPR compliance whilst preserving key business value.



passingboxes

passingboxes aims to be the world's most comprehensive website for dealing with death. It will host six core services: a Memory Box Creator to collect, curate and pass on life's most precious memories; The Vault, a secure place to store all end-of-life documents and create an updatable Will; an Obituary Maker; a community forum and a vibrant online magazine. It's about securing your digital legacy and passing on the things that really matter.



Passle

Passle is the Expert to Expert marketing platform. Put your Experts at the heart of the sales and marketing process and make it easy for them to build the relationships that drive growth.



SQR

SQR is building the next generation mobile security platform. Their award winning patented software technology combines compression and encryption, enabling high quality secure voice, video and other data transmission on multiple devices and operating systems.



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CMS Cameron McKenna Nabarro Olswang LLP
Cannon Place
78 Cannon Street
London EC4N 6AF

T +44 (0)20 7367 3000
F +44 (0)20 7367 2000

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