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Fifth Annual Technology, Media and Communications Conference

Agenda and speaker biographies

Amsterdam
30 October 2019

Agenda

09.30 Welcome remarks

09.40 Your face is a weapon

Tey El-Rjula,
The Invisible Man

10.05 Is blockchain the key to establishing trust?

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?

Tey El-Rjula,
The Invisible Man

Peter Penning,
Head of IT Finance & Procurement,
IT Lead Blockchain Team, ING

Peter Verkoulen,
Coalition Manager,
Dutch Blockchain Coalition

Simon Sanders,
Attorney-at-law, CMS Netherlands

10.40 Our shared responsibility for AI – augmenting the human ingenuity

Zsuzsanna Mátrai,
Corporate Affairs Director, Central
and Eastern Europe, Microsoft

11:05 Break

11:25 Intelligent business – coworking with AI

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?

Marleen Huysman,
Full Professor, Head of KIN Research,
Head of Information, Logistics
and Innovation Department,
VU Amsterdam

Rina Joosten,
Co-founder, Chief Commercial
Officer, Seedlink

Katja van Kranenburg-Hanspians,
Partner, Head of Technology,
Media and Communications,
CMS Netherlands

12.00 Will 5G divide us?

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?

Sicco Boomsma,
Director, Telecom Media and
Technology, ING

Rob Cameron,
Vice President, Strategic
Transformation, Nokia

Alberto Moreno,
Head of Regulation, Telefónica Spain

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

12.35 **Announcing the CMS
Breach Assistant**

Christian Runte,
Global Co-Head of Data
Protection, CMS Germany

12.45 **Lunch**

13.30 **In bed with Airbnb**

Tanja de Coster,
Associate General Counsel, Airbnb

Dirk van Liedekerke,
Partner, CMS Belgium

14.00 **The connected stadium
of the future**

Henk Markerink,
CEO, Amsterdam ArenA

14.30 **Break**

14.45 **Becoming a media
tech business**

Joost Galjart,
Chief Strategy
Officer, Talpa

Laure Chemla,
Senior Associate,
CMS Luxembourg

15.10 **Data as currency for
society's good**

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?

Cecilia Álvarez Rigaudias,
EMEA Privacy Policy
Director, Facebook

Geoffrey van Meer,
Head of Data Intelligence, RTL

Reinoud Weijman,
CEO, Advanced Encryption
Technology Europe

Emma Burnett,
Partner, Head of
Technology, CMS UK

15.45 **Closing remarks**

16.00 **Networking drinks**

About our speakers



Cecilia Álvarez Rigaudias

EMEA Privacy Policy Director | Facebook

Cecilia has been 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.

Cecilia 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).

Cecilia 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.



Sicco Boomsma

Director, Telecom Media and Technology | ING

Sicco is one of the members of ING's TMT sector team, focusing on technology-driven business models across wider EMEA. Historically involved in providing financing solutions for companies active in the mobile and satellite sectors, Sicco is now focused on the technology sector. Main areas of interest are datacentre, hosting, cloud and cybersecurity models. Sicco worked on various transactions ranging from syndicated facilities, club deals, project and leveraged financings to bilateral loans for strategic as well as Private Equity investors across EMEA, CEE and CIS. Sicco holds a MSc degree in Business Economics (highest honours).



Emma Burnett

Partner, 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.



Rob Cameron

Vice President, Strategic Transformation | Nokia

Rob is a senior executive with more than 20 years global experience in technology and telecommunications. Currently he is a Vice President within Nokia's global transformation organization, focused on implementing strategic initiatives company-wide. Rob joined Nokia-Siemens Networks in Munich, Germany in 2013, leading performance management company-wide, and subsequently leading strategy for the Mobile Networks business group. Prior to Nokia, was VP Corporate Development at GENBAND. Prior to GENBAND held progressively senior roles at Nortel. Rob is currently based at Nokia's offices in Ottawa, Canada.



Laure Chemla

Senior Associate | CMS Luxembourg

Laure has more than 10 years' experience advising clients on all aspects of industrial and intellectual property. She leads the IP/IT department in Luxembourg. Laure's practice spans both contentious and non-contentious matters in relation to trademarks, patents, designs, copyright, unfair competition and image's right. She also has substantial experience in the areas of IP portfolio management, anti-counterfeiting and customs notably in Latin America, Africa and Middle East countries.



Tanja de Coster

Associate General Counsel | Airbnb

Tanja is Associate General Counsel at Airbnb. She and her team counsel the business on new product and business initiatives in Europe, the Middle East and Africa, and she leads the policy advice, and the regulatory and litigation strategy for the region. In 2014, she negotiated the first ever MOU that Airbnb entered into with a city. Prior to joining Airbnb, Tanja was a global director of IP at eBay, where she received a prestigious innovation award for her leadership in innovation. Tanja is a member of the California Bar. She has worked and lived in the U.S. (Silicon Valley) and in Europe (Brussels, Bern, Berlin, Amsterdam).



Tey El-Rjula

The Invisible Man

Tey's story is an unlikely one. Labelled as The Invisible Man at the age of 5 to becoming one literally in the Netherlands 25 years later. He is an early adopter of Bitcoin, Pioneering the use of blockchain to break financial and identity barriers. He started a tech4good company that helps others like him. His journey ultimately led him to the realization of his life's mission: turning invisible people into invincible ones. Through his work as a consultant, writer, speaker, and a holder of MSc in Digital Currencies and Blockchain Technology he is determined to become a billionaire.

Not in terms of money but in positively touching the lives of billions of people. Tey's story is a passionate account of perseverance and determination that will leave you on the edge of your seat.

About our speakers



Joost Galjart
Chief Strategy Officer | Talpa

Joost started his career at a brand positioning agency and quickly found out that he had digital blood running through his veins. Joost helps companies across various industries with their digital transformation. He joined Talpa Global in 2014 as Head of Strategy and became Chief Strategy Officer at Talpa Network in 2017. He has the privilege of guiding Talpa through the rapidly changing media landscape.



Marleen Huysman
*Professor of Knowledge and Organisation |
VU University Amsterdam*

Marleen is professor of Knowledge and Organisation at the School of Business and Economics at the VU University Amsterdam and leads the KIN Center for Digital Innovation (www.kinresearch.nl). She investigates the, often unintended, consequences of the use of digital innovations for how we work and organize through in-depth ethnographic studies of technology use in practice. Over the past years she has become particularly interested in the development and use of algorithmic technologies on the work floor. It is her ambition to contribute to a responsible digital society.



Rina Joosten
Co-Founder | Seedlink

Rina is co-founder of Seedlink Tech, a tech scale-up developing artificial intelligence for better and faster matching of candidates to jobs. Rina is driven by the vision to leverage cutting edge technology to remove human bias from the decision making process. Prior to Seedlink, Rina founded HR Consultancy International Top Talent in both China and Europe and she held various management positions at DSM. Rina is a regular speaker and writer on A.I., innovation, human capital and China, where she lived for the past seven years. She got appointed in the Taskforce for A.I. in the Netherlands, councils the European Commission on A.I. policies and serves as a mentor for start-ups. She is awarded as one of the leading women in tech in the Netherlands in 2019. In Shanghai, she delivered a TedxTalk on 'How AI changes the way we find careers' at TedxShanghaiWomen and got featured on her work at the BBC and Tegenlicht ('Holland Gets Talent'). Rina holds an Msc and MA degree from Groningen University. She is married and has four kids.



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 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 Rebollo
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 Politécnica in Madrid.

About our speakers



Peter Penning
Head of IT Finance | ING

Peter has a life-long passion and career in software development. He is the founder of ING's blockchain team in 2014 and has led the team for several years. Peter represents ING in the Dutch Blockchain Coalition, with a specific interest in self-sovereign digital identity.



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

As a former in-house counsel for a leading telecommunications multinational, Simon 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. His 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.



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.



Geoffrey van Meer
Head of Data Intelligence | RTL

Geoffrey has an extraordinary interest in media consumption: RTL sells emotion. Geoffrey's data science team collects and analyzes data, for example through text mining and face recognition of the actors. Using various AI techniques 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. The Data Intelligence department of RTL plays an important role in the digitization of RTL as a multimedia company. Previously Geoffrey worked in the financial sector at ING and Rabobank. He holds a Phd in Economic Psychology.



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.

About our speakers



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.



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