

High-Level Conference on the Data Economy

25–26 November 2019, Helsinki

Meet the speakers

[Opening keynote](#)



Galit Ariel is a TechnoFuturist and an immersive space explorer. She is passionate about a future that will integrate technology into our everyday lives, but not control it. As a TED speaker and a thought leader in Augmented Reality, she explores the wild and imaginative side of immersive technologies, but also their impact on our cultures, behaviors and ethical issues related to them. Her book 'Augmenting Alice – The Future of Identity, Experience and Reality' offers a context and futurescape to Augmented Reality applications, considering its impact on our public, personal and intimate space, that ultimately alters the way we experience reality and our sense of self. Galit's goal is to bridge the gap between digital, physical, and mental spaces to create tools & platforms that help people experience these worlds in new ways.

Foundations of human-centric data economy



Julian Ranger is Exec Chairman and founder of <http://digi.me>, the decentralised personal data solution where the individual owns & controls their own data, thereby enabling greater sharing of data with privacy, security & consent. Initially an aeronautical engineer, Julian founded STASYS Ltd in 1987, specialising in interoperability and the military internet, and grew it to a staff of 230, with subsidiaries in the USA, Germany, Malaysia and Australia prior to sale to Lockheed Martin in 2005. Julian is an angel investor in more than 20 start-up businesses, including firms such as Hailo, DataSift and Astrobotic. Julian is a Chartered Engineer, Fellow of the IMechE and Liveryman of the Worshipful Company of Engineers, and is also a Virgin Galactic Future Astronaut.



Riikka Kämpfi is a communication specialist with 30 years of experience in development aid, politics and culture – in Finland and internationally. She is MyData Global Board Member. Her passion is to create a world where all children have a right to self-determination regarding their personal data. She has worked with Green Party in Finland and Green Group in the European Parliament as well as been Media Adviser to Green Minister Pekka Haavisto and his campaign manager in presidential elections in Finland 2012 and 2018. Since 2014 she is the CEO of Rautarouva Ironlady Oy serving clients - companies, institutions and NGOs - in digital communication, book publishing, journalism and other communication needs. Most recent clients were Aalto University/MyData 2018 and UNICEF Finland where she served as interim Marketing and Communications Director for 10 months.

Fair and transparent use of data



Anna Felländer is co-founder to the AI Sustainability Center. She is one of Sweden's leading experts on the effect of digitalization on organizations, society, and the economy, with advisory roles in academia, government, the digital start-up scene, and large organizations focusing on Artificial Intelligence and Ethics – including the Minister of Digitalization.



Enrique Medina Malo is currently Chief Policy Officer at Telefónica S.A. He joined Telefónica Legal department in 2006, as Head of Public Law and hold different responsibilities in the field of Regulation and Competititon legal affairs.

In 2008 he was appointed Chief Legal Officer of Telefónica, S.A., reporting to the Group's General Counsel and in September 2011, General Counsel of Telefónica Europe, reporting to the regional CEO.

Before joining Telefonica, Enrique Medina Malo served as in the Spanish Government Legal Service in different posts: Ministry of Science and Technology, Ministry of Industry and Energy and the High Court of Cataluña. From 2002 to 2004 he served as General Director for Legislation (Secretario General Técnico) of the Ministry of Science and Technology.

He has been Chief Legal Officer of the Spanish Broadcasting Corporation RTVE (2004-2006).

He holds a law degree from Carlos III University of Madrid (1994) and was admitted to the Spanish Government Legal Services in 1997 (Abogado del Estado).

Platforms and new business opportunities in the digital environment



Markku Ignatius, General Counsel & Public Affairs, Supercell Oy. Markku has worked as the General Counsel for Supercell, a Finnish mobile game developer, since 2013. Prior to Supercell, he has held various legal and executive positions in a number of companies in the field of mobile and online entertainment. In total, Markku has over 20 years of working experience in the industry. Markku holds a Master of Laws (LL.M.) degree from University of Helsinki.

Automatisation of revenue streams in the creative sector



Helienne Lindvall is an award-winning professional songwriter, musician and columnist. She's Chair of the Songwriter Committee & Board Director, British Academy of Songwriters, Composers & Authors (BASCA). She also Chairs the Ivor Novello Awards, and is the writer behind the Guardian music industry columns Behind the Music and Plugged In. She headed Business & Songwriter relations for song data management platform Auddly, backed by hitmakers Max Martin and Abba's Björn Ulvaeus, and is Director of Industry Relations Europe for VEVA Sound.



Bill Rosenblatt is president of GiantSteps Media Technology Strategies, the consulting firm that he founded in 2000. GiantSteps' clients include content providers and digital media technology companies, ranging from early stage startups to multinationals, as well law and public policy entities and investment firms worldwide. Bill has advised public policy entities in the United States, Europe, and South Korea, and he has served as an expert witness in several litigations related to copyright and digital media technologies. He is adjunct faculty at NYU, where he teaches Data Analysis in the

Music Industry. He is program chair of the annual Copyright and Technology conference in New York. Bill has degrees in computer science from Princeton and the University of Massachusetts.

[Unlocking data for creation of new market opportunities](#)



Sampo Hietanen is the founding CEO of MaaS Global, a fast-growing mobility company from Finland that intends to lead the revolution to change the 10 000 billion euro transportation sector. He is also a recognized expert and a persuasive speaker on the future of mobility and on the power of open ecosystems. Sampo's vision for the future is partly technological but fundamentally human: "The technology is already here. All we need to do is figure out our customers' dream, and build the services to match it."



Mariane ter Veen is Director, lead Data Sharing at INNOPAY. She believes in a world where trusted data exchange is the key to unlocking new business models and reducing costs. She helps organisations to fully embrace the opportunities of the digital transactions era, by adopting a more open outlook, collaborate across ecosystems, and create new value. She has a wealth of experience in the domain of data sharing both in public/private collaborations as well as helping individual organisations, and recently spearheaded the development of the logistics data sharing scheme iSHARE.

Managing decentralised data ecosystem

Kjersti Lunde is the Programme Manager of the Nordic Smart Government collaboration, which she has been running since its initiation in 2016. She is educated in Philosophy and Political science. She has a Masters in ethics from University of Oslo, and was a year at Oxford University working on her thesis.

She has worked on CSR, both in private companies on bioethics and on data ethics, as well as in the Danish Government on implementation of CSR-reporting, responsible investments as well as responsible supply chain management. Since 2012 she has worked both on strategic and operational level on digitalisation at the Danish Business Authority.



Petri Kairinen is the CEO of a fast growing European cybersecurity company Nixu. Nixu works as a trusted cybersecurity partner with wide variety of clients from both enterprise and public sectors with the aim of keeping the digital society running. Digital trust is a key enabler for de-centralized data ecosystem. Through its client work Nixu has gathered a premier visibility into different developments around digital transformation of our society.

User in the core of data economy



Alban Schmutz is VP Strategic Development & Public Affairs for OVH and Chairman of CISPE (Cloud Infrastructure Services Providers in Europe). OVH is largest European Cloud provider. CISPE, which gathers 30 providers with HQs in 14 EU countries, has developed the first European Data Protection Code of Conduct for Cloud Infrastructures providers to demonstrate compliance to the GDPR. Alban is also co-chairing the SWIPO IAAS working group developing the first industry Code of Conduct for Data Portability of Cloud infrastructure services, and serves as member of several boards, including the SystemX Institute for Research and Technology, EuroCloud France, Systematic Competitiveness Cluster, Yncrea Engineering School and the Alacrite accelerator. Entrepreneur for more than 15 years he started three leading companies in Open Source services and High Performance Computing before joining OVH. He also co-chaired the French National Industry Plan about Cloud Computing and was part of the UK-France Data Economy Taskforce.



Lars Albäck has been the CEO of Tilaajavastuu since 2006. His passion for creating and innovating for Trust between parties has enabled the creation of the Tilaajavastuu success story now spreading in Europe. Lars has a proven track record and over 20 years of experience driving sales growth and ecosystems in the ICT Software Industry within Hewlett-Packard and Trema and various start-ups. Lars' dream is to create an international Ecosystem within the Real Estate and Construction industry and related industries. The Trust based approach has been a key component in operating between the authorities and the private sector. The human centric approach driving into new data business and adopting new technologies is Lars' latest passion.

Foreseeing competence needs



Marc Durando has over 35 years of experience in the field of education and training, both at European and national level. He has worked in the education and training area since 1983. After five years in the field of continuing education for enterprises, he developed specific expertise on European cooperation in the field of education and training. Since September 2006, Marc Durando is the Executive Director of European Schoolnet (www.europeanschoolnet.org). European Schoolnet's mission is to support ministries of education, schools, teachers and relevant education stakeholders in Europe in the transformation of education processes for 21st century digitalized societies



Teemu Roos is an Associate Professor in Computer Science at the University of Helsinki. Teemu is also the leader of the AI Education programme at the Finnish Center for AI (FCAI). His research interests include the theory and applications of artificial intelligence, machine learning, and data science. Teemu is the lead instructor of the Elements of AI online course has a pivotal role in Finland's unique, inclusive AI strategy, with over 185 000 participants to date.

Supporting active citizenship – social inclusion



Touria Meliani is the Amsterdam city council for Art and Culture and Digital City, Personnel & Organization, Services, Real Estate, Archeology, Monuments and the Nieuw-West district. Touria worked for years as a cultural entrepreneur and was director of the Tolhuistuin art and music center. She also worked for the Ieder1 foundation, a movement that strives for more diversity. In her current position, one of her key programs focusses on a free, inclusive and creative Digital City. As such, Amsterdam is one of the founders of the international Coalition of Digital

Rights. Working with open source and open data is highly valued within the municipality, which also comes to light in the Amsterdam Data Exchange (AMDEX); providing broad access to data for researchers, businesses, governments and individuals in a secure marketplace for data.



Susanna Laurin is the Chief Research and Innovation Officer at Funka, a European based market leading consultancy focusing on accessibility and usability. She has been a thought leader in the field of digitalisation, inclusion and e-government for more than 20 years and she is a frequent international lecturer and debater. Susanna is leading strategic assignments on behalf of the European Commission and several national governments as well as Funka's research and innovation department. She is the vice chair of the International Association of Accessibility Professionals, IAAP, and an expert and advisor for several national and EU level standardisation bodies.

[Delivering human-centric platform economy](#)



Matt Brittin heads up Google's Business & Operations in EMEA - helping consumers & businesses make the most of the digital opportunity. Joining Google in 2007 to help build its business in the UK, he became MD of Google UK two years later. In 2011 he was promoted to VP of Northern & Central Europe before taking over as President of Business & Operations EMEA in 2014. He is a non-executive director of Sainsbury's & a Trustee of The Media Trust. Matt joined Google from the newspaper industry & before that worked at McKinsey. He has an MBA from London Business School, an MA from Cambridge and won silver medals for Cambridge in several Boat Races. He was a member of the British rowing team & has won medals at the World Championships and represented GB at the Olympics.

EU in global data competition



Dirk Pilat, a Dutch national, is Deputy Director of the OECD Directorate for Science, Technology and Innovation. He helps oversee OECD's work on science and technology, innovation, productivity and business dynamics, digital economy policy, consumer policy and industry policies. Dirk joined the OECD in February 1994 and has worked on many policy issues since then, including innovation, the role of digital technologies for economic growth, climate change and environmental innovation, labour markets, regulatory reform, global value chains, productivity and entrepreneurship, as well as health innovation. He is currently helping to coordinate the OECD's Going Digital project, which is a multidisciplinary, cross-cutting initiative that aims to help policymakers better understand the digital transformation that is taking place and help develop recommendations for pro-active policies that will help to drive greater growth and societal well-being. Dirk was responsible for the OECD's Committee for Scientific and Technological Policy from 2006 to January 2009, and for the Committee on Industry, Innovation and Entrepreneurship from February 2009 to December 2012. Before joining the OECD, he was a researcher at the University of Groningen, where he also earned his PhD in Economics, working primarily on productivity and economic growth.



John Frank is Vice President for EU Government Affairs at Microsoft. He was previously Vice President, Deputy General Counsel and Chief of Staff at Microsoft Corporation in Redmond Washington. From 1996 to 2002, John Frank led Microsoft's legal and corporate affairs group for Europe, Middle East and Africa, focusing on issues such as privacy, security and consumer protection. Prior to joining Microsoft, John Frank was an attorney at Skadden in San Francisco.



Pablo Urbiola is the Head of Digital Regulation and Trends at BBVA. He leads a multi-disciplinary team that produces analysis on mid- and long-term digital transformation trends and regulatory aspects of digital finance. Their target audience comprises BBVA decision-makers, regulators, supervisors, standard-setters and industry bodies. Prior to this, Pablo was a Policy Advisor in Digital Finance at the Institute of International Finance (IIF), based in Washington DC, where he was seconded from the BBVA Research department. In that capacity, he built industry consensus on policy and regulatory issues, and represented the financial sector before regulators and supervisors around the world. Pablo holds a double degree in Economics and Journalism from the Carlos III University of Madrid and a Master of Science in Economics from the London School of Economics.

[Way forward for the European data economy](#)



Meeri Haataja is the CEO and Co-Founder of Saidot, a start-up with a mission for enabling responsible AI ecosystems. Saidot develops technology and services for AI risk management, focusing on transparency, accountability and agreements on AI. Meeri was the chair of ethics working group in Finland's national AI program that submitted its final report in March 2019. In this role she initiated a national AI ethics challenge and engaged more than 70 organizations commit to ethical use of AI and define ethics principles. Meeri is also the Chair of IEEE's initiative for the creation of AI ethics certificates in ECPAIS program (Ethics Certification Program for Autonomous and Intelligent Systems). Meeri is an Affiliate of the Berkman Klein Center for Internet & Society at Harvard University during academic year 2019-2020 with a focus on projects related to building citizen trust through AI transparency as well as developing certifications for judicial AI systems. Prior to starting her own company Meeri was leading AI strategy and GDPR implementation in OP Financial Group, the largest financial services company in Finland. Meeri has a long background in analytics and AI consulting with Accenture Analytics. During her Accenture years, she has been working in driving data and analytics strategies and

large AI implementation programs in media, telecommunications, high-tech and retail industries. Meeri started her career as data scientist in telecommunications after completing her M.Sc.(Econ.) in Helsinki School of Economics.

Meeri is an active advocate of responsible and human-centric AI. She's an experienced public speaker regularly speaking in international conferences and seminars on AI opportunities and AI ethics.



Cecilia Bonfeld-Dahl is Director General of DIGITALEUROPE, the leading digital technology industry association representing over 35.000 digital companies Europe. She is a Member of the European Commission's High Level Expert Group on Artificial Intelligence, a Board Member of the European Commission's Digital Skills and Jobs Coalition, and a Board Member of the European Parliament-led European Internet Forum. Formerly, Cecilia Bonfeld-Dahl has been Executive Board Member of the Royal Danish Export Ministry and Chairman of the Export Grant Committee. She also served as Executive Board member in DIGITALEUROPE, and as a Member of the association's high level Digital Advisory Council. Cecilia Bonfeld-Dahl has served as Board Member of the Danish Chamber of Commerce and Chairman of the Board of the Danish ICT association (ITB) where she has led the development of policy positions on issues such as: Business Digitalisation, ICT security, disruptive business models, telecoms and education. Cecilia Bonfeld-Dahl has more than 20 years of experience in the ICT industry. She previously held international positions at IBM and Oracle as well as with SMEs, building business across Europe and China and founding the cloud provider GlobeIT. She has deep insights into the digitalisation of business and society, and the data-driven economy, and is regularly invited to deliver keynote speeches on these issues at high-level events across the world.



David Osimo is director of research in The Lisbon Council, a Brussels-based think tank set up in 2003 to intellectually accompany the Lisbon Agenda, Europe's original growth and jobs programme. David coordinates the research activity on issues such as the data economy, digital government, start-ups and scale-up policy as well as pioneering novel collaborative methods for policy research. He previously served as director and co-founder of Open Evidence, as scientific officer in the European Commission Joint Research Centre, and advised the United Nations and the Organisation for Economic Co-operation and Development. He holds degrees from University of Milan and University of Cardiff.



Roberto Viola is Director-General of DG CONNECT (Directorate General for Communication Networks, Content and Technology) at the European Commission. He was the Deputy Director-General of DG CONNECT, European Commission from 2012 to 2015. Roberto Viola served as Chairman of the European Radio Spectrum Policy group (RSPG) from 2012 to 2013, as Deputy Chairman in 2011 and Chairman in 2010. He was a member of the BEREC Board (Body of European Telecom Regulators), and Chairman of the European Regulatory Group (ERG). He held the position of Secretary General in charge of managing AGCOM, from 2005 to 2012. Prior to this, he served as Director of Regulation Department and Technical Director in AGCOM from 1999 to 2004. From 1985-1999 he served in various positions including Head of Telecommunication and Broadcasting Satellite Services at the European Space Agency (ESA). Roberto Viola holds a Doctorate in Electronic Engineering and a Masters in Business Administration (MBA).