



# BIOGRAPHIES

ADJIEDJ BAKAS



Identifying economic, technological, demographic, environmental, spiritual and security trends has been the core business for Adjiedj throughout his working life. Of Indian origin, he was born and raised in Latin America and has lived in Europe for more than 28 years. In the Netherlands, where he currently lives, he was elected 'Immigrant Businessman of the Year' in 2008 and 'Trendwatcher of the Year' in 2009. He has sold more than 500,000 books worldwide and was one of the first commentators to predict the current economic crisis – and the path to recovery. His books include 'Beyond the Crisis' (about the future of capitalism), 'World Megatrends' (about the future of humanity) and he co-authored 'Living Without Oil.' He is known as an exciting, stimulating, expert, humorous, visionary and entertaining speaker.

GRAEME BANISTER



Graeme recently re-joined Frost & Sullivan as Consulting Director Automotive. He leads the development of a global fleet and leasing program delivering market/competitor intelligence and investigation into the hot topics of mobility, connectivity and technology convergence that will shape future vehicle use and with it deliver new business models and commercial partnerships. An experienced new product and proposition development practitioner working across automotive, finance services and future retailing, Graeme has an eye for innovation and a track record in helping businesses create and implement growth strategies to attract new customers and deliver incremental revenue.

SUSIE BARRON-STUBLEY



Susie Barron-Stubley is an International Motivational Speaker, Conference Host, Chairperson, Keynote Speaker, Business Trainer and Author who possesses an inimitable mixture of energy, enthusiasm and compassion whenever she steps onto a stage. Her speaking experience spans almost a decade, speaking all over the world to audiences in the UK and Europe, Dubai, China, Singapore, the Philippines, Thailand, Indonesia, Malaysia, India, South Africa and Australia. She has a unique talent for understanding, energising and motivating her audience through a blend of storytelling, humour and knowledge. Her warmth and empathy connects her to her audiences and her understanding and experience of cultural diversity is extraordinary, having worked with groups as varied as Middle Eastern Business Women and the Exclusive Brethren.

MAJA BERENDS



Prior to her current role as a public policy officer at ADAC (Allgemeiner Deutscher Automobil-Club e.V.) Maja studied political science and worked in a public-private partnership cooperation as contact person for the authorities of the City of Hamburg, Germany. She began work at ADAC in 2010. In addition to ADAC advocacy on technical topics such as periodical technical inspection and motorcycle anti-lock braking systems, Maja supports ADAC's consumer protection and public policy department on the political aspects of the topics "Access to Repair and Maintenance Information" and "Open access to telematic in-vehicle systems."

HANS BUITER



Hans is club historian at the Royal Dutch Touring Club ANWB. He has worked for the ANWB since 2008 and part of his role is to present the history of the ANWB through personal communication with members, contacts and presentations in the media. His focal points are the history of mobility and tourism in the Netherlands and abroad and the history of road safety. Hans trained as an historian at the University of Utrecht and worked for 18 years as an historian at Technical University of Eindhoven and at the Foundation for the History of Technology. His publications include books and articles on the history of the Dutch motorways, urban traffic systems, planning practices and European infrastructure developments. He is currently preparing a book on the history of cycling in the Netherlands.

ROD CHAPMAN



Rod Chapman is Executive General Manager Corporate Services at the Royal Automobile Club of Victoria (RACV). He is responsible for Information, Communications & Technology; Property Management; Human Resources; Legal; Public Affairs including Corporate Social Responsibility Programs; Fleet Management; Risk Management and Procurement. Rod is also a director of Intelematics Australia, an RACV owned company that is the leading telematics service provider in Australia. The company has been operating telematics programs on behalf of major automobile manufacturers since 1999 and providing real-time traffic information services to the vast majority of automobile and portable navigation device manufacturers since 2007.

RICHARD CORNISH



Richard joined Vodafone in October 2010, as Machine to Machine (M2M) strategic partnership manager. He was appointed as M2M business development manager for automotive in May 2012 and is now responsible for planning, building and launching Vodafone's automotive connected products and services globally. In his current role, he has assembled a 'virtual car as a service' team, and built and launched a usage based insurance proof of concept. He has also provided strategic guidance on an M2M-based service proposition to Vodafone management centring on the digitalisation of business and big data. He has also held senior positions at Aviva Plc and France Telecom Orange. Previously, Richard spent 10 years working in the security and surveillance industry. He holds business management qualifications from Westminster University, London.

THOMAS FUNKE



Thomas leads the EU competition practice at Osborne Clarke. His experience includes antitrust litigation before the EU courts, distribution, follow-on claims, compliance programmes and multi-jurisdictional merger filings. As lead counsel in antitrust investigations, Thomas has defended clients from the automotive, energy, banking and technology sectors. He regularly advises automotive aftermarket operators on the block exemption and eCall, and co-ordinates the European Campaign for the Freedom of the Automotive Parts and Repair Market (ECAR).

JIM LANGFORD



Jim has worked in road safety for the last 15 years, both with the Tasmanian State transport authority and between 2001-2012, as Senior Research Fellow at the Monash University Accident Research Centre. His speciality is the assessment and management of older driver safety through licensing and other options, where he has presented and published widely. Recent projects in older driver safety include assessment of crash risk and fitness to drive, crash and injury patterns and implications for vehicle crashworthiness features, the safety and mobility benefits of restricted licences and safety implications of older driver education programs.

STEFANEE LOVETT



Prior to joining the Australian Automobile Association, Stefanee spent 10 years with the Australian Competition and Consumer Commission, predominantly on large scale investigations and litigation on breaches of Australia's anti-trust provisions and consumer protection matters. In 2010, she moved into International Affairs at the ACCC, and managed its international advocacy program, including assisting in capacity building in emerging economies in the Asia Pacific Region. Stefanee moved to her current role with the AAA in February 2013, as Director of Policy and Advocacy.

DAVID METZ



David has had a career as a scientist and civil servant in a number of research organisations and government departments in the United Kingdom. For five years he was Chief Scientist at the Department for Transport and is currently a visiting professor at the Centre for Transport Studies, University College London, where he is conducting an active research programme focusing on travel behaviour and demographic change. He is author of many published papers, the book 'The Limits to Travel' (2008), and is completing a new book, 'Peak Car – the Future of Travel'.

AMANDA NGABIRANO



Amanda is an urban and regional planner. She holds a Bachelor of Urban Planning from Makerere University in Kampala and a Master of Science in Urban and Regional Planning and Development from Greenwich University. Other qualifications include a Certificate in Communication from China University of Foreign Affairs in Beijing and a Certificate in Computer Applications from Makerere University. She has great skill and experience in orderly and planned physical development for sustainability, and is also a specialist in non motorised transport and public communication.

JACK SHORT



Jack was the Secretary General of the International Transport Forum (ITF) from 2006, when it was set up, to 2011. The ITF is an international intergovernmental body for transport, bringing together more than 50 countries. Previously he was Secretary General of the European Conference of Ministers of Transport, the predecessor of the ITF, where he worked since 1984. Of Irish origin, he has also worked in Ireland in various governmental bodies. At present he is undertaking research on road safety at Trinity College Dublin.

FERRY SMITH



Ferry is Manager Public Affairs with ANWB, responsible for all public affairs activities at a local, regional, national and international level. He joined ANWB in 1979 and as an automotive engineer has held a number of positions. During his career he studied journalism and business administration.

Ferry has a keen interest in the social aspects of the organization and was for six years, (three as Chairman), a member of the ANWB works council.

He has a strong network within the Dutch automotive, ITS and mobility scene. He also has a role in the program advisory board of SWOV, is a board member of the EuroRAP organization, and holds the chair of the board of experts of car crime prevention and is Chairman of ART foundation.

TON STEENMAN



Ton is Vice President of the Intel Architecture Group and General Manager of the Intelligent System Group. He is responsible for growing Intel's business in a variety of intelligent connected devices across a spectrum of business sectors worldwide. He has held numerous positions in Intel's field sales organization and a variety of business units. Over the past few years, he has held general management positions for the Embedded Intel Architecture Division, the Modular Communications Platform Division, the Embedded and Communications Processor Division, the Low-power Embedded Products Division, and was most recently General Manager of the Embedded and Communications Group. Prior to joining Intel in 1982, he held software engineering and microprocessor design positions at Siemens Netherlands and the Royal Dutch Air Force. He received a Bachelors Degree in Electrical Engineering in 1980 in the Netherlands.

ROBERT STEPHEN



Robert is a Vice President leading AARP's Home and Family portfolio. In this role, he sets strategy and works across the organization to implement AARP's offerings to Americans over the age of 50. Topics included in the portfolio include driving, caregiving, liveable communities, and consumer technology. AARP is a social change organization committed to making life better for all Americans over the age of 50. The organization has 38 million members who support its mission.

Prior to joining AARP, Bob spent over two decades in strategy development and management consulting where he helped clients ranging from rural communities to large corporations develop strategies and explore new market opportunities. He has a BA from the University of Iowa and an MBA from the University of Chicago.

SILVIYA SVEJENOVA



Silviya is Professor of the Business Policy Department at ESADE Business School, where she teaches Strategy and Entrepreneurship. She holds a PhD in Management from IESE Business School. She graduated from the International Faculty Development Program of IESE-HEC-SDA Bocconi and has been through post-graduate training in Entrepreneurship (EECPCL) at Harvard Business School. Prior to joining ESADE Silviya was a Lecturer in Strategy at the Cranfield School of Management (UK). She has also taught at ESCI-UPF (Spain) and Varna University of Economics (Bulgaria), and worked as a Research Associate of the General Management Department at IESE Business School. Her course "International Entrepreneurship" was recognized by CEMS (The Global Alliance in Management Education) as Course of the Year 2008, from among 120 courses across 17 business schools and universities.

HENK TROMP



Henk studied civil engineering at Delft University of Technology, specialising in traffic engineering. After graduating, he became increasingly interested in the human aspects of mobility - why people move around, and the kind of traffic and transport system they demand. He began his career at DHV and in January 1997 became senior advisor at Goudappel Coffeng. In October 2012, he switched to MOVE Mobility as one of the founding directors.

Henk's work focuses on improving mobility in order to increase development opportunities for people and on the catchment areas of business, rather than on fighting congestion and reducing lost vehicle hours. He is interested in accessibility meeting the needs of people and companies in a cost-effective and environmentally sound way and his interest in the human side is also reflected in projects in urban areas.

CARLO VAN DE WEIJER



Carlo has a Masters degree in Mechanical Engineering from the University of Technology in Eindhoven and a PhD degree from Technical University in Graz. He began his career in 1990 at TNO Automotive, moved to Siemens VDO in 2001 to head the Eindhoven automotive navigation development lab, since 2007 part of TomTom. Currently he is VP for Traffic Solutions within TomTom and part-time director of the Strategic Area Smart Mobility at Eindhoven University of Technology. He is a member of the board of ITS Netherlands and AutomotiveNL.

JOSÉ VIEGAS



José has been Secretary General of the International Transport Forum at the OECD since August 2012. A Portuguese national, he had a distinguished career in academia and the private sector before joining the Forum as its chief executive. A full Professor of Transport at the Technical University of Lisbon, he served as Director of MIT-Portugal's Transport Systems focus area and founded TRANSPORTNET, a group of eight European University Research Groups in Transport Systems. As Chairman of TIS.pt consultants, he advised governments and international institutions, including the World Bank and the European Commission, on a number of high-profile policy initiatives and transport projects. He holds a PhD in Civil Engineering from the Technical University in Lisbon and undertook postgraduate studies at the University of Karlsruhe, Germany. He speaks fluent Portuguese, English, French, Spanish, German, and Italian.

LUIS VIVES



Luis is the Executive Director of International Custom Programs and Associate Professor of Strategy and General Management at ESADE Business School. Before joining ESADE, he was Postdoctoral Fellow at the MIT Sloan School of Management. As a strategy expert, he has worked with CEOs and top management teams to challenge their thinking about strategy and talent development. He has participated in Executive Programs in the United States, Europe, Middle East and Latin America. He has designed, taught and consulted multinational companies across a broad range of business sectors. His research focuses on internationalisation and multinational management and the creation and development of adapted business models.

JEFF WALKER



Jeff joined the Canadian Automobile Association (CAA) in 2009 as Vice President, Public Affairs and Chief Strategy Officer. He is responsible for leading the national office's Member Benefits, Travel and Public Affairs efforts, as well as being actively involved in market research, communications, and branding. Prior to joining CAA, Jeff served as Senior Vice President of Harris/Decima, one of Canada's largest research and communications agencies. Before that he served as Principal of the Earncliffe Strategy Group where he designed, developed, and delivered hundreds of research projects for clients. Jeff holds a Master's degree in Political Economy from the Norman Patterson School of International Affairs at Carleton University. He also holds a degree in Political Science and Communications from York University.

DETLEF WILKE



Detlef joined Fuba Delphi in 1997 as developer for antenna- and receiver systems for Automotive. Subsequent positions include Development and Project lead for AM/FM/TV Remote Keyless Entry systems and second engineering group manager and project manager for 2G, 3G, 4G, Wifi, Bluetooth and Ethernet systems architectures. He is currently Technical Manager Software and Services for OEM und Aftermarket products (Hardware and software solutions for Embedded und Cloud Systems incl. Telematics and Car2X). Detlef holds a degree of Applied Microelectronics from Fachhochschule in Germany.