



## Are European Directors Ready for a Digitalized World?

Press Club Brussels, Rue Froissart 95, 1000 Brussels

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### SPEAKERS' BIOGRAPHIES



**ANDERSSON Liri**

#### Founder of This Fluid World

Liri Andersson's experience spreads across nations, industries, brands, business problems and disciplines. Her contribution in the area of strategy, innovation, marketing and organisational management is a testament to the breadth of her experience, talent and energy.

Liri's energy, 360° experience and her ability to decipher an increasingly complex business environment has seen her travel around the world, developing winning business and marketing strategies for global brands such as Nestlé, General Mills, Bacardi, IKEA, Bwin, Cisco, Levi's, Yahoo!, Ogilvy, and MediaCom.

Described as a 'renaissance business person' Liri is the founder of this fluid world, a boutique business and marketing consultancy, that enables global organisations to understand, navigate and commercially exploit a changing business and marketing environment. Since then, this fluid world has gained an impressive track record and has the good fortune of being the trusted advisor, at senior management and board level, of many global brands.

In addition to her experience, Liri holds an MBA specialising in Strategy and Management, and a BA in International Marketing, in addition to having researched disruptive technologies at INSEAD. Liri is also a guest lecturer, among other academic insinuations, at INSEAD'



**BARKER Roger**

#### Senior Consultant, Institute of Directors

Dr. Roger Barker is a consultant specializing in Corporate Governance and Board Effectiveness. Between 2008 and 2016, he was Director of Corporate Governance and Professional Standards at the Institute of Directors (IoD). In October 2015, he was appointed as a UK representative on the European Economic and Social Committee, the EU consultative body. He is Senior Consultant at the Institute of Directors, Senior Advisor to the Board of the European Confederation of Directors' Associations (ecoDa) and Chairman of the ecoDa education committee. He is a board member of European Women on Boards ASBL and a visiting lecturer at the Said Business School (University of Oxford), Cass Business School and UCL (London). He has worked as an external adviser on corporate governance for a number of large companies and international

organisations, including the EBRD, IFC and the Asian Development Bank. Dr. Barker's book - *Corporate Governance, Competition, and Political Parties: Explaining Corporate Governance Change in Europe* – was published by Oxford University Press in 2010. He is also the author of the IoD's main guide to the role of the board, *The Effective Board: Building Individual and Board Success* (Kogan Page, 2010). During the first part of his career, Dr. Barker spent 13 years as an investment banker, in London and Zürich, with UBS and Bank Vontobel. He is the holder of a Doctorate on corporate governance from Oxford University, where he was a Lecturer at Merton College, and also has undergraduate and postgraduate degrees in economics, finance and political science from the universities of Cambridge, Southampton and Cardiff.



**BENHAM Richard**

**Independent Cyber Security Expert**

Professor Richard Benham is a pioneer of the study of Cyber Security Management having founded The National MBA in Cyber Security with Coventry University in 2014.

Launched at the House of Commons it was uniquely supported by both the Prime Minister The Rt Hon David Cameron MP and the Leader of HM Opposition the Rt Hon Ed Miliband MP.

This has been followed by The National Cyber Awareness Course which again with Prime Ministerial and cross party support was launched in 2015. Uniquely three UK Universities support the qualification which is aimed at all UK citizens.

He is the World's first Professor of Cyber Security Management and lectures at Coventry Business School and at the UK's National Cyber Skills Centre where he is Professor in Residence. He is also a Visiting Professor in Policing at Staffordshire University and also in Cyber Security Management at The University of Gloucestershire.

In 2015 he published "The Cyber Ripple Theory<sup>®</sup>" and "The Cyber Paradox<sup>®</sup>"

In 2016 The Institute of Directors chose Professor Benham to write their White Paper on Cyber Security and UK Business. This is to be launched at their headquarters with both Professor Benham and Rt Hon Matt Hancock MP – Minister for the Cabinet Office presenting it to UK Business Leaders and the Media.

Outside of Academia he acts as an Independent Adviser to The Swift Institute and actively supports the charities; The Digital Trust and The Diana Awards. In addition Professor Benham founded The Cyber Trust, a Gloucestershire charity that provides free Cyber Awareness training to vulnerable groups.

Lastly he has particular expertise in Cyber Crime and Cyber Banking having previously spent twenty five years in senior roles within the Law Enforcement, Security and Financial Services sectors.



**DEHNEN Peter**

**Chair of VARD**

Peter H. Dehnen is owner and CEO of GermanBoardRoom GmbH, the leading German full service provider for supervisory Board members.

Peter Dehnen has over 25 years of experience as International tax and Business lawyer, admitted in Düsseldorf (Germany) and Washington, D.C. He is co-chair of the International Development Subcommittee of the ABA

Corporate Governance Committee and a frequent lecturer on German and International corporate governance. Peter Dehnen is Vice-Chairman and co-founder of „Vereinigung der Aufsichtsräte in Deutschland e.V. (VARD)“, a German non-profit organization for supervisory board members.



Liselotte Hägertz Engstam

Chair of Digoshen & Independent Director at multiple organisations

Liselotte Engstam is an experienced international leader and non-executive Board Director with more than 20 years as General Manager and Executive Leader in major European, American and Indian companies in technology, engineering and professional services sectors. She brings strong strategic skills, extensive digital, corporate innovation and startup experience, and she has a successful track record in expanding across different markets and geographies.

Liselotte is a Non-Executive Board Director at listed and private companies with international operations, such as Zalaris, Knowit, S-Group and Itello, and she is Executive Chairman at Digoshen. Liselotte is also Partner at a venture capital firm and engaged as Business Coach at the Startup Accelerator Born Global.

Liselotte has worked closely with many of the largest global companies, providing them with differentiating strategies, as when she led the European Strategy Practice at IBM. She helped transform their business with new processes and IT from her executive position at IBMs Business Process Outsourcing business. She later helped transform their products, services and business models through digital adoption, as when she led the Nordic & Continental Europe business at HCL Technologies.

As Executive Chair at Digoshen, with offices in Stockholm and Silicon Valley, she engages in research of digital business and leadership progress and advises boards and leaders on how to embrace digital business. She also teaches at the Swedish Academy of Board Directors Chairman Program.

Her educational background includes a Master of Science in Civil Engineering, Executive Programs at Harvard & IMD, Board programs at the Swedish Academy of Board Directors, MB Board Value as well as a certificate IDP-C from the International Board Directors Program at INSEAD.

Liselotte is member of business networks such as INSEAD International Board Director Network, IDPN, where she also serves at the board committee, Innovation Leaders, Swedish India Business Council, Ruter Dam Alumni and Institute of Board Directors in Sweden, Norway and UK. She mentors young female business leaders, currently at Swedish American Chamber of Commerce. Liselotte is a public Speaker on the topics of Digital Business Transformation for Boards and Leadership Teams, Global Leadership, Business Innovation and Employee Engagement.



**GALLIEN Jean-Christophe**

**The European Federation of Cyber Security Experts - EFCSE**

Back from the USA and after an MBA and a PhD in Political Science Jean Christophe starts his professional career as a specialist in political communications and campaigning across Europe. He also coached many transitions policies between election wins and the first months of government and politically advised several governments as for Romania's EU integration campaign.

Jean Christophe created and led for more than 4 years the Public Affairs & Public Communications division of an Omnicom network global agency. He was the Europe, Africa and Middle East (EMEA) operations of public affairs and public communication coordinator. He also created "[egouvernance.com](http://egouvernance.com)" a european marketplace dedicated public procurement. He cofounded and now runs as CEO ZENON7 Public Affairs and is President of j c g a.

At the heart of the relationship between the public sphere and civil society, Jean Christophe assists companies, governments and non-governmental organizations in their opinion, branding, public or private diplomacy and influence strategies, from local to international issues.

Jean Christophe is associate professor at the Paris La Sorbonne University and is a weekly columnist in different European media as La Tribune for press, France 3, HispanTV & LCI for TV and France Info and France Culture for radios.

Jean Christophe is a member of the SEAP, Society of European Affairs Professionals and of the Europ'Com the European network of public communicators.



**KNÖFEL Susanne**

**Deputy Head of Unit, DG Justice, European Commission**

Dr. Susanne Knöfel, LL.M., is Deputy Head of the Unit "Company Law" in the European Commission, Directorate-General Justice and Consumers. The unit deals with European company law and corporate governance. Susanne previously worked in different roles in the European Commission, the European Parliament, at Eurojust, at the Permanent Representation of the Federal Republic of Germany to the European Union and at the German Federal Ministry of Justice. She studied law in Hamburg and London.



**MONTAGNON Peter**

**Associate Director, Institute of Business Ethics (IBE), and case study representative**

Peter Montagnon has joined the Institute of Business Ethics after three years as Senior Investment Adviser at the Financial reporting Council. He has previously spent ten years as Director of Investment Affairs of the Association of British Insurers. Before that Mr Montagnon was a senior journalist on the Financial Times, including spells as Head of the Lex Column and in charge of coverage of the international capital markets.

Mr Montagnon was a member of the European Commission's Corporate Governance Forum from 2005 to 2011. He is past Chairman of the Board of the International Corporate Governance Network and is also a visiting Professor in Corporate Governance at the Cass Business School of the City University, London. He is also a member of the Council of the Royal Institute of International Affairs.



**SERES Silvija**

**Independent Investor and Board Member**

Silvija Seres is an active investor in technology companies, and an independent director in several large companies. She has previously worked as an executive director in the software company Fast Search & Transfer, and in Microsoft. She has served as a member of several governmental committees related to digitalisation of the public and private sector. She holds a PhD in mathematics and an MBA from INSEAD.



**SOLVANG Turid Elisabeth**

**Chair of ecoDa**

Turid Elisabeth Solvang is the chairperson of ecoDa ([www.ecoda.org](http://www.ecoda.org)), and managing director of the Norwegian Institute of Directors ([www.styreinstitutt.no](http://www.styreinstitutt.no)), which she helped establish in 2009. Ms. Solvang completed her M.Sc. in Business at BI Norwegian Business School in 1989, with additional specialization in scenario planning. She has previously headed up Burson-Marsteller's corporate communications practice in Oslo, and Fearnley Data's marketing department. She has extensive experience from corporate communications, and as non-executive director on the boards of companies in the finance and service sectors and membership associations.



**TEIGLAND Robin**

**The Stockholm School of Economics**

**Co-author of the book: "The Sharing Economy and the Board"**

Robin is an Associate Professor and the Program Director for the PhD Program in Business Administration at the Stockholm School of Economics. In 2008 she received the SSE "Researcher of the Year" award, and in 2013 and 2014 she was nominated as one of the Global Top 50 Business Professors on Twitter (@robinteigland). Her research is published in international journals and she is often interviewed and cited in the media, e.g., *Aktuellt*, *Vetenskapsvärld*, *Lilla Aktuellt*, P1, P3. Robin also is a frequent public speaker with previous clients such as Ericsson, Microsoft, Google, and H&M. Robin's research interests reside at the intersection of strategy, technology, innovation, and entrepreneurship. In particular, she focuses on how the internet, social media, virtual worlds (3D internet), and other emerging technologies such as 3D printing enable self-organizing communities to create value outside of a firm's traditional boundaries as well as challenge long-standing institutional structures. In addition to her work on open source communities, her present projects encompass topics such as the Sharing Economy and

FinTech, i.e., innovation in the financial services industry, such as cryptocurrencies (Bitcoin) and new forms of financing (crowdfunding).

Robin has a range of work experience, such as venture capital in Silicon Valley, consulting for McKinsey & Co. in Sweden, entrepreneur in Norway, production operations for Esso in Chile, stock brokerage in Spain, and international banking in USA. In her free time, she loves to SUP (stand up paddle) on her Von Orange boards in the Stockholm archipelago.



**TOURAINÉ Agnès,**

**Chairwoman - French Institute of Directors (IFA)**

Agnès Touraine is chairing the French Institute of Directors' (IFA) since May 2014. She is also CEO of Act III Consultants, a management consulting firm dedicated to digital transformation. She previously was Chairwoman and CEO of Vivendi Universal Publishing after 10 years with the Lagardère group and 4 years with McKinsey. She currently sits on the Boards of Darty Plc, Neopost and Belgacom as well as non-for-profit organizations such as The French-American Foundation or IDATE.



**VAN DER HEYDEN Ludo**

**Professor of Technology and Operations Management  
The INSEAD Chaired Professor of Corporate Governance  
Academic Director, INSEAD Corporate Governance Initiative**

Ludo Van der Heyden has been Professor of Technology Management at INSEAD since 1988. He is actively teaching in the MBA, Executive, and PhD Programmes. He holds the INSEAD Chair in Corporate Governance. He is actively contributing to the MBA, Executive and PhD Programmes, and is the Academic Director of INSEAD's Governance Initiative and co-Director of the International Directors Programme. Ludo Van der Heyden was until recently the first holder of the Solvay Chair of Technological Innovation.

He also was the first holder of the Wendel Chair in the Large Family Firm at INSEAD, which initiated INSEAD's activities in family business. The Chair led to the creation of the Wendel international Centre for Family Enterprise at Insead. Family Business represents the second facet of his INSEAD academic contribution.

He has been awarded the Mercurius Award from the Fedis Association (Belgium) for his work with Professor Arnd Huchzermeier (WHU, Koblenz) on the introduction of the Euro. He received with M. Pich and N. Harlé the ECCH European Case Award 2003 for the "Marks & Spencer and Zara" case. At Insead, he has earned several Outstanding MBA Core Teacher Awards, as well as the Outstanding Service Award in Executive Education.

Ludo Van der Heyden has been co-Dean of INSEAD (1990-1995) and Director of the INSEAD Zentrum Leipzig (1994-1999). Before joining INSEAD, Ludo Van der Heyden was on the faculty of the School of Organization and Management at Yale University (1980-1988) and of the John F. Kennedy School of Government at Harvard University (1978-80).

He holds an Engineering Degree in Applied Mathematics from the Université Catholique de Louvain (1974) and a PhD Degree in Administrative Sciences from Yale University (1979). He is the first Honorary Professor of the Handelshochschule Leipzig, from which he also received

the distinguished Service Medal in 2003, and also is an Honorary Alumnus of INSEAD (awarded 2000). He is since 1996 an Officer of the Order of Leopold, (Kingdom of Belgium).

He has published in journals such as the International Commerce Review, the Family Business Review, the Harvard Business Review, the Journal of Economic Theory, Mathematics of Operations Research, and the International Journal of Game Theory.

He is member of the Supervisory Board of Bencis Capital Partners (for Fund I) and a member of the Advisory Board (for Funds II and III). He also is a member of the Supervisory Board of Seisquare. He is Vice-President of the Association Pôle Sud Paris which fosters economic development in the South Paris area and Secretary General of the Scientific Committee of the Comité pour la Langue du Droit Européen.