



## **SPEAKERS AT SIME**

### **Claudia Gonzalez**

Head of Public Relations and Special Events, UNHCR

One of the world's most acknowledge non-profit marketers having had top position in United Nations, World Economic forum and as a journalist

Responsible for the re-branding of the UNHCR, campaigns, events, brand and brand assets including celebrities, and high profile campaigns to increase awareness and public engagement , as well as social media.

### **Anil Hansjee**

Head of Corp. Development, Google EMEA (UK)

Prior to joining Google, Anil was a Principal with the venture capital firm IDG Ventures. Anil joined Chase's corporate finance team in 1997 after spending the first 7 years of his professional career as a software engineer first with UBS then Chase. Anil has a BSc.(Hons.) in Artificial Intelligence and Computer Science from Edinburgh University and has an MSc. in Finance at London Business School.

### **Sven Hagströmer**

Founder Hagströmer & Qviberg (Sweden)

Sven Hagströmer worked at Investor AB for many years as a portfolio manager before founding Hagströmer & Qviberg in 1981. He served as President and Chairman of the Board of Hagströmer & Qviberg until 1993 and is now a chairman of the Board of Investment AB Öresund. Positions on other boards: Chairman of Avanza and eWork Scandinavia AB, member of Bilia AB and Insplanet AB.

### **Pekka Pohjakallio**

VP Concepting and Innovation, Nokia (Finland)

In Nokia's solutions unit, Pekka is in charge of finding new ways to connect people and places leading the concepting & innovation practise.

During his 18 years career in Nokia Pekka's roles included early SMS business to Nokia Nseries product responsibility and latest the user experience and consumer data activities for Ovi by Nokia.

**Dr. Werner Vogels**

CTO Amazon.com (US)

The Chief Technology Officer and Vice President of Amazon.com. In charge of driving technology innovation within the company, Vogels was one of the architects behind Amazon's approach to Cloud Computing, the Amazon Web Services (AWS). Prior to joining Amazon.com Dr. Vogels conducted research in scalable reliable enterprise systems. Vogels maintains a technology oriented weblog named All Things Distributed.

**Sara Öhrvall**

SVP R&D, the Bonnier Group (Sweden)

Sara Öhrvall is Senior Vice President, Research & Development, the Bonnier Group. Sara has previously worked at Volvo, where she was responsible for concept development of hybrids and eco-friendly cars. Other experiences include Managing Director and partner of brand agency Differ and founder of the innovation-focused consulting firm Ninety.

**Steven Overman**

Founder the Realtime project (US)

Founder The Realtime Project, communications pioneer including Lowe Worldwide Global Strategy Director for IPG Team Nokia and as one of the enthusiast behind Wired Magazine as well as in many other innovative teams. Steven was in the room -94 when the first banner was created...

**Matthew Szymczyk**

CEO Zugara (US)

As one of the founders and CEO of Zugara, Matthew drives the firm's strategic and creative vision. His vast experience in interactive marketing has fostered some of the most influential integrated marketing campaigns of the last decade for Fortune 500 brands including Lexus, Sony PlayStation, Reebok and Toyota. Matthew's core industry passions include Interactive Video, Augmented Reality and Mobile Marketing

**Eric Archambeau**

Partner Wellington Partners (FR)

Eric is serving on the Board of Directors of a number of technology and internet companies including the professional social network company Xing and the innovative online media companies Amiando and Goom Radio. Previously repeat entrepreneur in Silicon Valley where he co-founded Trading Dynamics, eGroups (acquired by Yahoo!) and RightPoint Software. Eric is also an active Venture Philanthropist. He is one of the founders of Social-Impact International.

**Rickard Falkvinge**

Leader/founder Swedish Pirate Party (Swe)

Rickard Falkvinge is a Swedish IT entrepreneur and the leader and founder of the Swedish Pirate Party. He started his first company in 1988 at the age of 16. Falkvinge has previously worked as a project manager at Microsoft. He was manager of development at a smaller software company but resigned to work with the Pirate Party on a full time basis.

**Per Roman**

Founder GP Bullhound (UK)

GP Bullhound is Europe's leading technology investment bank. Prior to founding Bullhound, Per worked in the investment banking division of Lehman Brothers Inc., focusing on technology mergers & acquisitions. Per also has experience from the software industry for Autodesk, Inc., the global leader in PC based Computer Aided Design.

**Jesper Kärrbrink**

Current President and CEO of Eniro. Jesper was the President of Svenska Spel, Sweden's largest and state-owned gaming company from 2004 till 2008. Jesper was previously President of the Ostersunds Posten, a Swedish daily newspaper and media company, and held positions as President within the Bonnier media group and Metro International. Jesper was also a partner in the venture capital company IT Provider.

**Elísabet Grétarsdóttir**

Global Strategy and Tactical implementation of EVE Online (Iceland)

She is responsible for global strategy and tactical implementation of EVE Online marketing across the global CCP headquarters. CCP is widely recognized as an industry-leading pioneer as the developer and publisher of EVE Online, the critically-acclaimed, science fiction-based massively multiplayer online game (MMOG). Elísabet specializes in community and social network marketing

**Heleen van Oord**

Founder and CMO at DQ&A, the European leader in campaign management serves publishers and marketers worldwide. The Dutch company manages interactive campaigns on display, e-mail, mobile and in-game platforms in 10 languages and three time zones. Voted online media woman of the year in 2008

**Joshua Cooper Ramo**

Managing Director, Kissinger Associates, one of the world's leading geo-strategic advisory firms. Ramo was the youngest-ever Senior Editor and Foreign Editor in the history of TIME Magazine. Among his many TIME cover stories were the 1997 Man of the Year Profile of Andy Grove and an award winning profile of Kofi Annan.

**Jan Helin**

Editor-in-chef at Aftonbladet. Jan is an awarded journalist, previously working as a reporter and editor as well as chief editor. This year Jan has been acclaimed Sweden's most powerful publicist by Resumé and has for the last years occurred on for instance the top 100 for Sweden's "most mighty in media" (Fokus Magazine).

**Linda Stone**

Writer and consultant who was at Apple Computer from 1986 to 1993, working on multimedia hardware, software and publishing. Stone later co-founded and directed the Virtual Worlds Group/Social Computing Group, researching online social life and virtual communities. In 2000, she became a Microsoft vice president, working on industry relationships and improving Microsoft's corporate culture.

**Patrik Ståhle**

CEO Aegis Media Asia Pacific

Founder Patrick Ståhle is the current CEO of Aegis Media Asia-Pacific. He has held a number of roles within Aegis Media since 1995. Patrick has a total of 20 years' experience of media and marketing services, including roles at BBDO, in pay TV and in a digital start-up.

**Dirk Freytag**

CEO of ADTECH, SVP of AOL (US)

Dirk Freytag oversees the strategic direction of ADTECH, an international leader of digital marketing solutions that offers publishers, ad networks and agencies an integrated ad management solution for display, video and mobile advertising.

Before joining ADTECH, Freytag held a senior-level corporate communications position with Bull AG, a French IT company that focused on selling mainframes and outsourcing SAP engagements. During his career, Freytag also held communications roles with various European newspapers.

**Lukasz Gadowski**

Founder of Spreadshirt.com and the co-founder of the Social Network, "StudiVZ". Lukasz is an active internet investor since 2006 and has a portfolio of over 60 internet companies across geographies and stages, some of them being imagekind.com, rapleaf.com, panfu.de, zlio.com, dawanda.de, amiando.com, imedo.de, toksta.com, apomio.de, epuls.pl, netzathleten.de amongst others.

**Nicklas Jönsson**

CEO Bidster.com (UK), an eShoptainment company active in 10+ European countries with a "mission to entertain eShoppers". Nicklas is a former media intrepeneur and Internet pioneer and has been part of the senior management of Svenska Spel for 9 years, building and innovating within the Swedish state owned gambling & lottery business.

**Paul "Pablos" Holman**

A futurist, IT security expert, and a notorious hacker with a unique view into both breaking and building new technologies. At Komposite, he consults on bizarre invention and design projects that assimilate new technologies. Previously, Pablos created thigh holsters for cell phones at Tsaya; helped build the world's smallest PC at OQO; spaceships at Blue Origin; and AI agent systems at Xigo. He is a member of The Shmoo Group of information security professionals, and helped create the Hackerbot, a WiFi-seeking robot.

**Kaj Arnö**

Chief Evangelist MySQL (Switzerland)

Kaj Arnö is Chief Evangelist at Sun/MySQL. Kaj believes in the power of social media and Web 2.0. "The human contacts that grow from social media are unbeatable in both quantity and quality," according to Kaj.

**Thomas Gad**

Founder and Senior Brand Strategist at Brandflight. He has worked on brand development, communication and advertising for some of the best known companies in the world, including, Nokia, Scandinavian Airlines, Procter & Gamble, Compaq and Microsoft. Thomas Gad has developed a unique 4-dimensional method of creating, transforming and maintaining brands and published this in the bestselling book 4-D Branding

**Anders Berglund**

Sales Director Aftonbladet (Sweden)

Aftonbladet is Sweden's largest media house. Anders is the Head of Sales for Aftonbladet New Media, owned by the Schibsted Group. Before Aftonbladet, Anders worked for International Data Group, the largest IT publisher in the world

**Anna Bråkehielm**

CEO Silverback

Anna Bråkenhielm, CEO of Silverback which develops international formats for television and new media platforms. The company was founded in 2006 and is based in Stockholm, Sweden. Silverback is a prior subsidiary of Talpa Media Holding NV. As of May 2008, Silverback AB operates as a subsidiary of ITV plc.

**Axel Schmiegelow**

CEO of sevenload, has more than 15 years of experience as a consultant, agency executive and serial entrepreneur, and is considered a leading expert in marketing, new media and start-ups. Axel's venture capital fund dw capital laid the foundation for sevenload's successful business model and was a driving force behind preparing the company to become a leading global social media network for Web TV, photos and videos.

**Johanna Koljonen**

Freelance writer and critic; hosts the radio show P3 Kultur. Has published extensively in the field of role-playing game studies and lectures on popular culture topics with a gamer slant. Scriptwriter of the manga comic Oblivion High.

**Jacob Hsu**

As Chief Executive Officer, Jacob Hsu is responsible for the overall strategic direction and development of Symbio, one of the world's largest outsourced product development companies. Before joining Symbio Group, he was CEO of Trilogica Technologies, a data aggregation software company, and CEO of Epitome Software, an IT services company focused on financial services.