



**Cycling
Industries
Europe**

THE VOICE OF CYCLING
BUSINESS IN EUROPE

CIE 2020 SUMMIT SPEAKERS

Welcoming Remarks



TONY GRIMALDI

CEO, Cycleurope

President, Cycling Industries Europe

Tony Grimaldi is Chief Executive Officer of Cycleurope AB and President of Cycling Industries Europe.

Mr Grimaldi is a Board Member of Swedish School of Sport & Health Sciences and SaltX Technology Holding AB and Director & Deputy CEO at Grimaldi Industri AB.

Previously Mr Grimaldi was Chief Executive Officer of F.I.V.E. Bianchi SpA and Chief Executive Officer for Cycleurope Industries SA.

Mr Grimaldi has a graduate degree from Royal Institute of Technology and an MBA from Stockholm School of Economics.

Keynotes



PAUL LEE

*Global Head of Research for the technology,
media and telecommunications industry, Deloitte*

Paul Lee is Partner and Global Head of Research for the technology, media, and telecommunications (“TMT”) industry at Deloitte. In his global role, Paul has authored over 90 TMT reports including Deloitte’s 19th annual Predictions for the Technology, Media and Telecommunications series.

Paul also leads the Deloitte Global Mobile Consumer Survey, which tracks usage of mobile around the world and based on a 55,000 user survey fielded in 35 countries. Prior to his role with Deloitte Research, Paul was Director, Gartner Consulting, leading work in the telecommunications sector.



KEVIN MAYNE

CEO, Cycling Industries Europe

Kevin is the Chief Executive of Cycling Industries Europe. Kevin has been a leading figure in cycling advocacy for over 20 years.

Prior to joining CIE he worked as Development Director at European Cyclists' Federation where he was responsible for relations with the bicycle industry, fundraising and communications. He also led ECF's work on Cycling as a new technology which identifies the contribution cycling can make to smarter, connected mobility.

Kevin is a lifelong cyclist who started work in cycling after holding senior positions in international food companies including Cadbury Schweppes, Coca Cola and Kraft Foods.



MATTHEW BALDWIN

Deputy Director General for Mobility and Transport, European Commission

Matthew Baldwin is Deputy Director-General of DG MOVE and was appointed on 2 October 2018 as European Coordinator for road safety and sustainable mobility. These issues are now the main focus of his professional activities.

In his Commission career, he has served in the cabinets of Commissioner Lamy, President Barroso and Commissioner Hill, the last as Head of Cabinet. He has also been Director of Market Access and Industry in DG Trade and Director of Aviation in DG MOVE.

He is of Italian and British nationality, has two sons, speaks English, French and Italian and lives in Brussels.

Panel 1: What will post-coronavirus cities look like? Is a shift away of car-centric world possible?



PHILIPPE CRIST

*Advisor on Innovation and Foresight
for the International Transport Forum, OECD*

Philippe Crist is Advisor for Innovation and Foresight of the International Transport Forum (ITF) at the Organisation for Economic Cooperation and Development (OECD). He plans, coordinates and carries ground-breaking research for the ITF's Corporate Partnership Board and manages international research projects for the ITF's 60 Member countries. His current work focuses on disruptive urban mobility scenarios and examines how public transport, car-based and active mobility must adapt to, or account for, these. He leads ITF work on data science and public policy, investigating new strategies to leverage new and rapidly growing data sources to improve transport decision making. He is a recognised world expert on transport disruption, cycling safety and urban mobility and is the author of numerous ITF reports including "Governing Transport in the Algorithmic Age", "Blockchain and Beyond: Encoding 21st Century Transport", "The Shared-use City: Managing the Curb", "Safer Roads with Automated Vehicles?" and "App-based Ride and Taxi Services: Principles for Regulation". In 2016 he won the Danish Cycling Embassy's Leadership Award for Cycling Promotion.



DANIEL MES

Member of Timmermans' cabinet, European Commission

A lawyer by training, Daniel started his career at the European Commission in its competition department. There he worked on transport and digital technology files. During the last Commission term, he managed relations with the European Parliament and the Council, including on transport files, and was a speechwriter to Margrethe Vestager. Since 1 December 2019, he works in the Cabinet of Executive Vice President Frans Timmermans on the European Green Deal in transport.



KAREN VANCLUYSEN

Secretary General, Polis

Karen Vancluysen was appointed as Secretary General of the Polis network in September 2014, after having been the network's Research Director for 8 years. Since 1998, Karen has been involved in European urban transport networking and policy activities and many EU research and innovation projects covering a wide range of urban mobility topics. Polis is the leading European network of cities and regions on urban transport innovation. For 30 years already, members have been working together to develop sustainable and innovative urban mobility solutions for the city of today and tomorrow. The network also engages in debates around topical issues such as active travel, shared mobility services, MaaS, automated transport, electromobility and innovative governance approaches.



CHRISTOPHE NAJDOVSKI

Deputy Mayor, Transportation and Public Space, Paris

Christophe Najdovski was born in Paris, in 1969, from Macedonian parents. In April 2014, Anne Hidalgo, new mayor of Paris, appointed him as deputy mayor in charge of transports and public space. His 4 main goals for the term of his mandate are: to reduce atmospheric pollution and greenhouse gas emissions, to promote a better mobility for everyone, regardless of age or social condition, to restore the passage of the Seine riverside and the canals banks, and to give back the public space to pedestrians and cyclists. Since 2018, Christophe Najdovski has been President of the European Cyclists' Federation.



ERDEM OVACIK

*Erdem Ovacik
CEO, Donkey Republic*

Erdem is cofounder and CEO of Copenhagen-based bike sharing service, Donkey Republic. Donkey Republic, started in 2015, today serves 15,000 bikes across 50 cities in Europe. The company pioneered a number of firsts in micro-mobility such as operating its fleet through virtual stations and running bluetooth-based sharing of vehicles. Erdem started his career at McKinsey and Company out of Istanbul office, Erdem's hometown. He studied public policy at UC Berkeley and before Donkey Republic he has been working with citizen engagement, social impact funding and measurement, crowd-funding and international development projects. He is an advocate of innovative regulatory approaches in public works, with more reliance on, and leveraging of data. With Donkey Republic, Erdem is working towards finding better models to serve micro mobility vehicles in close dialogue with cities to solve challenges.



HERMAN VAN BEVEREN

Head of the city and electric bicycle segment, Decathlon

Herman Van Beveren got a bachelor's degree in financial administration and fiscal law and a master's degree in economics. He started working for Decathlon in 1995 and went through the whole retail path. From 2008 to 2016 he has been CEO of Decathlon Belgium. Since 2016 he has been Responsible for Decathlon Urban Biking Development. After more than 8 years as CEO of Decathlon, the largest sporting goods retailer in the world, he became Head of the city and electric bicycle segment.

The role of EU Research and the Horizon Europe programme in the Green Deal, Urban Mobility and post COVID recovery



JEAN-ERIC PAQUET

Director General for Research & Innovation, EU Commission

Jean-Eric Paquet has been working as the Director-General for Research and Innovation (DG RTD) since April 2018.

Mr Paquet started working with the European Commission in 1993 and since then has worked in various areas throughout the Commission.

From 2002 until 2004 he was the Deputy Head of Cabinet of former Commissioner for Research, Philippe Busquin. From 2007 until 2011 he worked as a Head of Unit within the Directorate-General for Mobility and Transport (DG MOVE) before becoming the Director of DG MOVE's TEN-T and Smart Transport directorate.

Mr Paquet joined The Directorate-General for Neighbourhood and Enlargement Negotiations (DG Enlargement) in 2013. He took over the Directorate in charge of relations with Albania, Bosnia & Herzegovina, Serbia, Kosovo and later added Montenegro and the FYROM to his portfolio.

Before starting his current position as Director-General, Mr Paquet served as one of the three Deputy Secretaries-General of the Juncker Commission and was responsible for Better Regulation and Policy Coordination.

Panel 2: Innovation and recovery



JILL WARREN

Co-CEO, European Cyclists' Federation

Jill Warren joined the European Cyclists' Federation in 2020 as co-CEO. Prior to joining ECF she spent over 20 years in senior roles at major international law firms, most recently as Global Chief Marketing Officer at Bird & Bird, where she also served as co-head of the firm's Automotive sector group. She has also worked at companies in the automotive, pharmaceutical and publishing industries. A US and Dutch national, Jill has lived and worked in the US, Germany, London and Brussels, where she is now based. She is an avid everyday and recreational cyclist and is passionate about promoting cycling as a sustainable and healthy means of transport and leisure.



DANIEL GASSMAN

Head of Sector, Innovation Support, EASME

Daniel Gassmann is Head of Sector managing the H2020 "Innovation in SMEs" work programme at the Executive Agency for SMEs (EASME). Prior to that, he was leading the Enterprise Europe Network services and a number of actions from the COSME programme. Before joining the Agency, he worked for 12 years at the Paris Chamber of Commerce and Industry where he held several management positions related to the provision of services to companies. He was also member of the Chamber's President Cabinet, worked as independent international consultant, had been chief editor of several professional publications and wrote two books about EU Funding.

He graduated as lawyer at the Sorbonne University (France) and the University of Cologne (Germany). He also holds the executive MBA of ESCP Europe, European School of Management (Paris, Berlin, Madrid, London, Torino, Warsaw).



RAYMOND GENSE

Director Future Technology & Public Affairs, Pon

Raymond joined Pon Holdings in 2007. He was in charge of corporate sustainable development of Pon, leading to the development of several sustainable propositions like Greengas for passenger cars, dual fuel for trucks and dual fuel LNG for shipping. In 2011 Raymond became Pon's director of Future Technology & Public Affairs, taking care of governmental and branch relations in order to create optimal conditions for the innovative products for their market entrance.

New developments in mobility products and concept encouraged Pon to invest in start-ups like Greenwheels, Shuttel and MIND. In 2015 the Pon start-up Next Urban Mobility was Launched, which develops and implements smart mobility solutions for cities and its inhabitants. Raymond led this start-up in it's initial phase.

From 2018 onwards Raymond fulfills his positions as Pon's director of Future Technology & Public Affairs closely linked to the new Pon group "Mobility Service & Retail" in which all Pon smart mobility services are incorporated.



LAURELINE SERIEYS

General Manager in France and Benelux, JUMP by Uber

As an ESSEC graduate, Laureline began her career at the Boston Consulting Group, where she managed for 6 years a portfolio of ten different industries in the US and Europe. In 2011, she started working as a Strategic Partner Manager for Google France before taking on the Head of Retail position, where she assisted clients in their digital transformation.

In 2016, Laureline joined Le Crédit Agricole Group Consumer Finance, a major player in the European market, as a Group Chief Digital Officer. Her mission was to conduct transformation projects within different sectors: marketing, customer relationships, data and innovation.

Laureline arrived at Uber in June 2019 to take on the General Manager role for JUMP France and Belgium, in order to develop JUMP dockless electric bikeshare and scooters service available in the Uber app.



IRENE MCALEESE

Co-founder and Chief Strategy Officer, See.Sense

Irene is Co-founder and Chief Strategy Officer of See.Sense - a cycling technology and data company on a mission to make cycling safer and improve journeys for everyone. Irene leads the company's Data Insights team, working with cities and partners around the world to use See.Sense data insights to help transform cities for cycling. Prior to See.Sense, Irene worked as a change management consultant to global companies, drawing on her Behavioural Science training. Irene is listed in Cycling UK's Top 100 Women in Cycling and as a British Cycling 'Trailblazer'.



VINCENZO RUSSI

CEO, e-Novia

Vincenzo has more than 30 years of experience in ICT industry and since more than 15 years his focus is on Management Consulting and Management of Enterprises. He created a startup in Silicon Valley and a spin-off in Boston. He worked as CDO (Chief Digital Officer) of Messaggerie Italiane, the first Italian group of books publishing and distribution, and Vice President of eDigita, the first digital distribution platform of publishing in Italy. Chief Operating and Technology Officer in CEFRIEL, teacher at International MBA School of Management at Politecnico di Milano and teacher of Software Engineering at Politecnico di Torino. CEO of Fila corp. in Boston, Partner in Ernest&Young Consulting, Vice President in Capgemini. He started his career in Selenia Spazio labs and Olivetti international labs in Italy and in Silicon Valley where he worked with partners and international customers of the group.