

# Advisory Board

We are honoured to be working with so many of the regions leading minds to be a part of our community and progress the industry.



**Katalin Fritz**  
Chief Customer & People  
Officer  
**Marley Spoon**

**MARLEY SPOON**



**Sandro Percuoco**  
Head of Customer Service  
Digital & Service Design  
**Ryanair**

**RYANAIR**



**Jann Hoffmann,**  
Head of Contact Centre,  
**Danica Pension**

**Danica Pension**



**Caitlin Neary**  
Director, Global Contact  
Centres  
**Dorchester Collection**

**Dorchester  
Collection**



**Kayle Rattigan**  
Head of Customer Service  
**DAZN Bet**

**DAZN BET**



**Aymen Ismail**  
Head of Customer  
Engagement Solutions  
**smart Europe GmbH**

**smart Europe GmbH**



**Emma Wardle**  
Senior Director, Customer  
Operations Delivery  
**Capital One**

**Capital One**



**Alice Hunt**  
Head of Performance  
Management  
**Hastings Direct**

**Hastings  
DIRECT**



**Carl McCartney**  
Customer Experience Director  
**Les Mills**

**LES MILLS**



**Susan Ysona,**  
Vice President, International  
Marketing  
**Talkdesk**

**talkdesk®**



**Ted Hunting,**  
Senior Vice President  
Marketing  
**Bright Pattern**

**BRIGHT PATTERN**



**Jen Brown,**  
Senior Director,  
EMEA Marketing  
**GoTo**

**GoTo**

# Financial Services Speakers



**Darko Popovic**  
Chief Operations Officer,  
**Multitude Bank**



**Petra Mengelt**  
CEO,  
**Blue Finance Suomi Oy**



**Mike Charyk**  
Vice President of  
Global Innovation  
**Experian**



**Bart van de Sande**  
Director, Customer Care  
**ABN AMRO Bank**



**Stefan Pata**  
Global Head of Activation &  
Customer Journey, CRM &  
Customer Care  
**Mobilize Financial Services**



**Gregor Stetina**  
Head of Customer  
Management –  
International Markets  
**UNIQA Insurance Group**



**Bastiaan Hilferink**  
Customer Journey Expert  
**Aegon**



**Jane Conan**  
Senior Manager,  
Commercial Insights  
**Bank of Ireland**



**Paul Kelly**  
Senior Product Owner,  
Customer Engagement  
Engine, Customer Analytics  
& Transformation  
**Bank of Ireland**



**Jolien Nelemans**  
Strategic Marketer  
Customer Experience  
**de Volksbank**



# Financial Services Speakers



**Tamara Mom**  
Strategic Marketer Customer  
Experience  
**de Volksbank**

**de volksbank**



**Agata Szczepańska-  
Jochemczyk**  
Director, Customer  
Experience  
**PKO Bank Polski**



Bank Polski



**Dirk Moreno Arias**  
Vice President, Customer  
Service  
**Trade Republic**



**Rafal Dywan**  
Director, Direct Banking &  
Head of Contact Center **Bank  
Millennium**



**Karoline Nolte**  
Strategy & Innovation  
Manager  
**RBS**



**Gleb Ivanov**  
Director  
**Barclays Wealth  
Management**



**Matteo Pomoni**  
Global Head of Retail Daily  
Banking & Funds Entrusted  
**ING**



**Natalie Fuller**  
Head of Customer Experience  
& Communication  
**Cashplus**



**Stefanie Pipenhagen**  
Head of Customer Experience  
Europe  
**Lemonade**



**Gary Matthews**  
Director, Member Contact  
& Services,  
**Nationwide Building Society**



**Mark Brayton**  
Director, Branch Network,  
**Nationwide Building Society**



**Marcello Calabro**  
Chief Marketing Officer,  
**UniCredit Bank**



# Healthcare, Pharmaceutical & Biotechnology Speakers



**Ulrike Gelpke**

Global Head of O2C Center  
of Excellence  
**Novozymes**



**Wahib Joseph Abboud**

Global Customer Care  
Process Lead - O2C  
**Novozymes**



**Robin Verlinde**

Head of Customer Experience  
& Engagement North Europe  
**Sanofi**



**Francisco Javier Fillat España**

Head of Omnichannel  
**Takeda**





# Hospitality & Travel Speakers



**Heike Birlenbach**  
Senior Vice President  
Customer Experience  
**Lufthansa Group**



**Ramón Delima**  
Global Director,  
Customer Services  
**TUI**



**John Leighton**  
Director, Customer Service  
**EasyJet**



**Marc Van Eijs**  
Director, Customer  
Contact Technology  
**Air France-KLM**



**Alexandra Da Silva  
Rodrigues**  
Strategic Advisor for Global  
Contact Centers  
**Radisson Hotel Group**



**Jiri Lnenicka**  
Group Product Manager -  
Customer Service Systems  
**Kiwi.com**



**Doug Casterton**  
Head of Operational Excellence  
**GetYourGuide**



**Pim Neijenhuis**  
Director, Customer Strategy  
**CitizenM hotels**



## Retail & FMCG Speakers



**Anjanette Fletcher**  
Director, Customer Care  
**Lyreco**



**Gerben Tegenbosch**  
Global Head of  
Customer Service  
**Body&Fit**



**Olga Vanurina**  
Global Lead, Customer  
Service Capabilities;  
Global eBusiness -  
Product Owner CS  
**Heineken**



**Philip Purdy**  
Global Customer Care Lead  
**Elvie**



**Mahbir Thukral**  
Global Innovation Activation  
Marketing Leader, Nourish  
**IFF**



**Tim Stierman**  
Product Owner, Global  
CX Platform  
**IKEA**



**Dmitri Mamin**  
E2E Analytics Lead, Remote  
Customer Meeting Point  
**IKEA**



**László Bácskai**  
Global Head of Customer  
Experience  
**Hoya Vision Care**



**Lin Lei**  
Senior Director, Head of HCP  
Multichannel Engagement  
**Danone**



**Adil Gzouny**  
Global Customer  
Service Manager  
**VanMoof**



## Retail & FMCG Speakers



**Maria Lysén Kotti**

Vice President, Customer Journey

**AUTO1 Group**



**Farley Fernandes**

Senior Manager, Customer Experience -  
Global Business Services

**adidas**



**Manuela Stiefenhofer**

Global Lead for Customer Contact Centre

**Versuni**



**Annemijn Boorsma**

Senior Manager, Customer Care

**Paula's Choice Skincare Europe**



**Tandogan Akbiyikogullari**

Director, Global Consumer  
Engagement & Care

**Versuni**



**David Smadja**

Head of Planning & Customer Engagement

**McDonald's**



**Jessica Bartlett**

CRM Manager EMEA

**New Balance**



*"The quality of the event  
has been really high, with  
the level of detail around  
the topics and themes  
covered also excellent."*

*Ben Philips, Head of Customer Experience  
Performance Centre, Fujitsu*



**Liza Groeneveld**  
Director, Global Client  
Experience  
**Arcadis**



**Andre Beckers**  
European Managing Director,  
Customer Care Strategy &  
Planning  
**FedEx International**



**Vinay Parmar**  
Chief Customer  
Experience Officer  
**National Express**



**Mihaela Martinescu**  
Consumer Engagement and  
Care Manager EU  
**Philips**



**Mariette Jansen**  
Head of Customer Experience  
**Spring Global Delivery  
Solutions**



## *Automotive Speakers*



**Jana Kreissig**  
CX Insights Expert'  
**Porsche AG**



**Doris Kauffmann**  
Manager Customer Research  
& CX Insights  
**Porsche AG**



**Jörg Dohmen**  
Head of Board Customer Care  
**BMW**





## Telecommunications Speakers



**Pierre-Francois Dubois**

Senior Vice President, Innovation  
for Customer Engagement & Trust  
**Orange**



**Ahmad Samir**

CX Planning & Design Director,  
**Egypt Telecom**



**Bianca Loewemann**

Senior Innovation Manager,  
Digital Service  
**Deutsche Telekom**



**Maik Lohse**

Head of Social Media - Digital Service  
**Deutsche Telekom**



## Energy & Oil & Gas Speakers



**Antonius Michielsens**

Vice President of  
Customer Success  
**Thermondo**



**Tomislav Cesar**

Workforce Manager,  
Customer Service  
**Thermondo**



**Thomas Moons**

Global Head of Customer  
Experience (CX) Excellence  
**Shell**



**Bernard Steenbergen**

Director, Customer Service  
Operations B2C  
**Vattenfall**



**Keith Fletcher**

Senior Programme Manager,  
E2E Customer Journeys  
**E.ON**



**Márton Homola**

Group Head of Loyalty,  
Digital Channels & CRM  
**MOL Group**



## Government & NGO Speakers



**Margaret Huzarska**

Senior Manager Back Office/Technical  
Support | Global Engagement,  
**Rainforest Alliance**



**Mohamed Attia**

Global Head of Customer Operations  
(Sales & Customer Service),  
**British Council**



**Elena Athanasakou**

Cluster Manager EU, Customer  
Service and Sales,  
**British Council**



**Valeriia Khimach**

Cluster Manager EU,  
Customer Service and Sales  
**British Council**

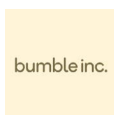


## Ecommerce Speakers



**Cathleen Doorenbosch**

Vice President, Customer Care  
**Bumble**



**Jon Blake**

Global BPO Footprint Strategy  
and Emerging Solutions Lead  
**Uber**

*"A really well-organised event with some amazing speakers. I've walked away brimming with inspiration and made some fantastic contacts along the way too"*

*Ben Philips, Head of Customer Experience Performance Centre, Fujitsu*

# Solution Providers & Thought Leaders



**Frank Sherlock**  
GM, International,  
**CallMiner**



**Marie-Louise Gaughan,**  
Head of Customer & Digital  
Experience EMEA,  
**Alorica**



**Bart Cruyt**  
International Business  
Development,  
**Odigo Benelux**



**Ted Hunting**  
Senior Vice President  
Marketing,  
**Bright Pattern**



**Jarrod Davis**  
Product Marketing Manager  
**Cognigy**



**Alan Ranger**  
VP Marketing  
**Cognigy**



**Josh Kanagy**  
SVP Global Enterprise,  
**Sprinklr**