
Marketplace
Risk.
THE SHARING ECONOMY
GLOBAL SUMMIT 2022
LONDON | OCTOBER 11-13
Presented by
AON
veriff
Hosted by
LLOYD'S
In partnership with
sharing economy uk
www.marketplacerisk.com



WELCOME

Greetings!

We are delighted to welcome you to the Sharing Economy Global Summit presented by Aon and Veriff. First and foremost, we want to thank all the sponsors for your continued support of the first and only event designed specifically for startups to learn, network and share information and experiences about risk management, trust & safety, compliance and legal strategy. Your commitment to the industry enables the continued growth and proliferation of innovative and disruptive platforms that provide incalculable opportunities for workers and consumers.

We also want to thank the nearly 100 speakers who will be presenting over 50 sessions. Your generosity and candor helps your peers to effectively and efficiently confront issues that startups face every day. The participation of so many experienced founders, operators and experts directly influences the growth and success of a still a nascent industry.

Together, we are part of one of the most exciting times in the evolution of technology and platforms. And, we couldn't be more grateful to you!

Emerging from the pandemic has demonstrated how valuable you and your platforms are to the world – and we want to do everything we can to support you, including through this summit, our Blog, Platform Podcast, Virtual Events and our brand new Community App.

We hope you will benefit from everything Marketplace Risk has to offer. If there is anything that we can do to help you, or if you want to get more involved, please email me at jgottschalk@marketplacerisk.com.

Best Regards,
Jeremy Gottschalk
Founder, Marketplace Risk

Welcome!

Welcome back to Lloyd's of London and our fourth Sharing Economy Global Summit. If you've attended before, you'll know that this unique gathering always receives incredibly positive feedback. No wonder: it's the only event in the world that brings together sharing economy startups, membership organisations, trade bodies and industry groups – along with the companies that support them. We're really proud of what the summit has become since we started it in San Francisco in 2019.

This year, it's bigger and better than ever. This is thanks in part to our new Advisory Board, whose support to shape the agenda and bring in such fantastic speakers is hugely appreciated. I hope you enjoy the summit and get to as many sessions as possible: you'll see that this year we have a fantastic mix of well-known names, up-and-coming new platforms, and, of course world-class experts from the global sharing economy ecosystem. I hope we also have time to chat at one of the many networking events!

Do get in touch with me if I can help in any way.

Best,
Elle Tucker
Marketplace Risk Advisory Board Chair
CBI Sharing Economy Council Board

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SCHEDULE AT-A-GLANCE

TUESDAY 11

5:00 PM - 8:00 PM
Welcome Reception
Hosted by ibott

WEDNESDAY 12

9:00 AM - 10:00 AM
Check In & Registration
Lloyd's of London

10:00 AM - 10:15 AM
Opening Remarks
Old Library

10:15 AM - 10:40 AM
Keynote
Old Library

11:00 AM - 11:30 AM
Navigating Changing Global Tax Regulations and Compliance for Marketplace Platforms
Room 1

11:00 AM - 11:30 AM
Redefining Mobility: Inventing a New Marketplace
Room 2

11:00 AM - 11:30 AM
Leveraging Data to Enable Proactive Detection: A Sharing Economy Case Study with Wonolo
Room 3

11:40 AM - 12:10 PM
Marketplace Insurance Solutions: The Dynamic Relationships Between a Broker, Underwriter, and Actuary With Their Client
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Is the Sharing Economy Now an Essential Part of the Post-Pandemic Future of Work?
Room 2

11:40 AM - 12:20 PM
Proven Identity at the Heart of Trust Online
Room 3

12:10 PM - 1:00 PM
Lunch
Lloyd's of London

1:00 PM - 1:30 PM
GDPR and Artificial Intelligence: The Intersection Between Regulating Privacy and Regulating Innovation
Room 1

1:00 PM - 1:30 PM
Why the P2P Business Model Will Help Shape a Better Economy
Room 2

1:00 PM - 1:30 PM
Fair and Transparent: How the Digital Services Act Affects Your Marketplace
Room 3

1:40 PM - 2:10 PM
Insurance Should Be a Feature, Not a Product
Room 1

1:40 PM - 2:10 PM
Why Building a Best-In-Class Partner Payment Experience Matters
Room 2

1:40 PM - 2:10 PM
The Transformative Power of Re-Usable IDs for Trust and User Experience
Room 3

2:20 PM - 2:50 PM
The Gen-Z Fashion Fix: How Platforms are Creating a Sustainable Approach to Online Shopping
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2:20 PM - 2:50 PM
0 to 0.5 - Lessons Learned in Starting a Marketplace
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2:20 PM - 2:50 PM
Risk Mitigation for Online Marketplaces in a Mobile-First World
Room 3

3:00 PM - 3:30 PM
Autonomous Vehicles: The Risk Challenge Ahead
Room 1

3:00 PM - 3:30 PM
Can the Sharing Economy Reduce Carbon Emissions?
Room 2

3:00 PM - 3:30 PM
Trust & Safety Best Practices for Online Communities
Room 3

3:40 PM - 4:10 PM
Building Cybersecurity into Your Platform
Room 1

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How B2B Marketplaces Can Be the Engine for Circularity
Room 2

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The Emerging Threat of Fake Reviews: Top Considerations for Safe Platform Growth
Room 3

4:20 PM - 4:50 PM
Digital Platforms & AI Technology Are Transforming The Insurance Industry: Here's How
Room 1

4:20 PM - 4:50 PM
Not Only Sustainable! Using the Sharing Economy to Create More Attractive Solutions
Room 2

4:20 PM - 4:50 PM
Superapps: Enabling Growth in Shared Mobility
Room 3

5:00 PM - 5:30 PM
Marketplace Insurance Offerings: On-Demand Versus Embedded Insurance
Room 1

5:00 PM - 5:30 PM
Who Shares Wins: The Perfect Storm for the Sharing Economy
Room 2

5:00 PM - 5:30 PM
Technology Challenges of Dynamic Registration and Onboarding
Room 3

SCHEDULE AT-A-GLANCE

5:30 PM - 7:30 PM
Networking Reception hosted by Aon
Aon HQ

THURSDAY 13

9:00 AM - 10:00 AM
Check In & Registration
Lloyd's of London

10:00 AM - 10:10 AM
Opening Remarks
Old Library

10:10 AM - 10:50 AM
B2B Showcase - Big Fish Little Fish
Old Library

11:00 AM - 11:30 AM
Platform Regulation: It Isn't Just About Personal Data Anymore
Room 1

11:00 AM - 11:30 AM
Public Policy & Government Relations: Why Engagement is Essential to Growth
Room 2

11:00 AM - 11:30 AM
How Your Risk Evolved with Your Brand: An Underwriting and Claims Perspective
Room 3

11:40 AM - 12:10 PM
How to Successfully Build Risk & Insurance into the Decision Making Process for a Technology Company
Room 1

11:40 AM - 12:15 PM
International Standards for the Sharing Economy: What Are They and How to Get Involved
Room 2

11:40 AM - 12:20 PM
What's Next for the Micro-Mobility Space?
Room 3

12:10 PM - 1:00 PM
Lunch
Lloyd's of London

1:00 PM - 1:30 PM
ONS: The Feasibility of Measuring the UK Sharing Economy
Room 1

1:00 PM - 1:30 PM
From Craigslist to Regulated B2B Digital Platforms: Evolution and the Future
Room 2

1:00 PM - 1:30 PM
Countering Fake News Using P2P Engagement
Room 3

1:40 PM - 2:10 PM
The Impact of Short-Term Rentals on the Housing Market
Room 1

1:40 PM - 2:10 PM
Risks and Rewards: The Potential for the Sharing Model in Healthcare
Room 2

1:40 PM - 2:10 PM
How to Build and Leverage Partnerships to Level Up Your Trust & Safety Program
Room 3

2:20 PM - 2:50 PM
Dutch Founders Fund Presents: VC Insights from Marketplace Investments
Room 1

2:20 PM - 2:50 PM
How Green Is Your Tech?
Room 2

2:20 PM - 2:50 PM
Cost of Living Impacts: The Risks to Growth Within Differing Consumer Groups
Room 3

3:00 PM - 3:30 PM
Ways to Achieve Sustainable Urban Mobility
Room 1

3:00 PM - 3:30 PM
Deploying AI to Improve Safety and Customer Experience
Room 2

3:00 PM - 3:30 PM
Creators in the Shared Economy
Room 3

3:40 PM - 4:10
Shared Ownership via Fractional Shares of NFTs as Regulated Securities
Room 1

3:40 PM - 4:10
Transactional Transformation: Eliminating Payment Threats in a Post-COVID Marketplace
Room 2

3:40 PM - 4:10
A Structured Approach to Build Trust as a Platform with the TRUST Framework of the Platform Innovation Kit
Room 3

4:20 PM - 4:50 PM
Pentesting: The Importance of Attacking Your Own Platform
Room 1

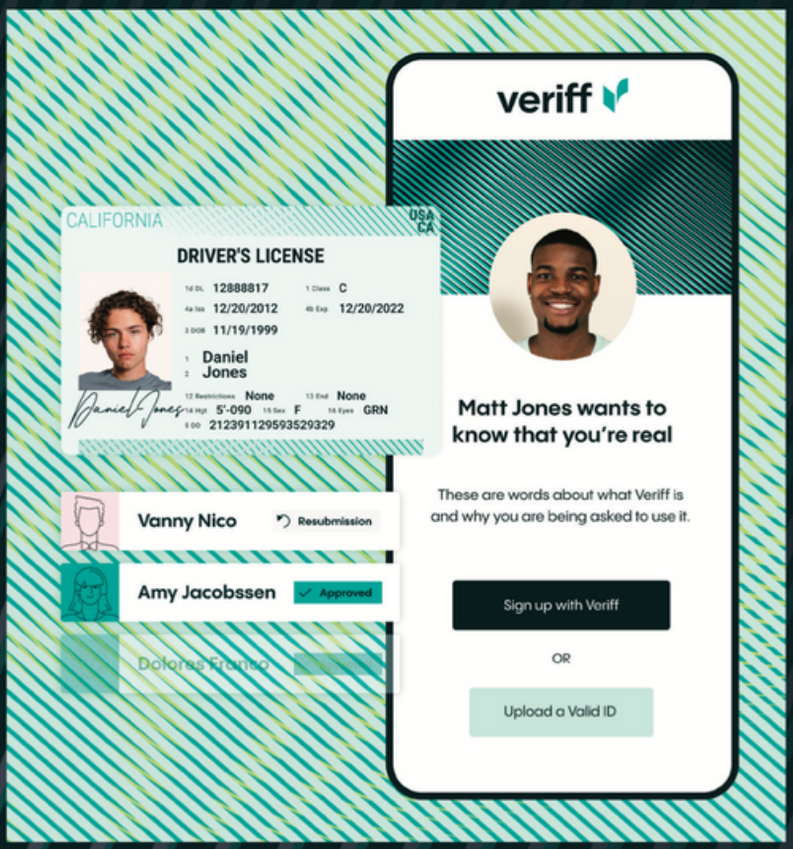
4:20 PM - 4:50 PM
Safety First: Defining Comprehensive Safety for Autonomous Mobility & Delivery
Room 2

4:20 PM - 4:50 PM
Common Roadblocks for Growing a Regulated Marketplace
Room 3

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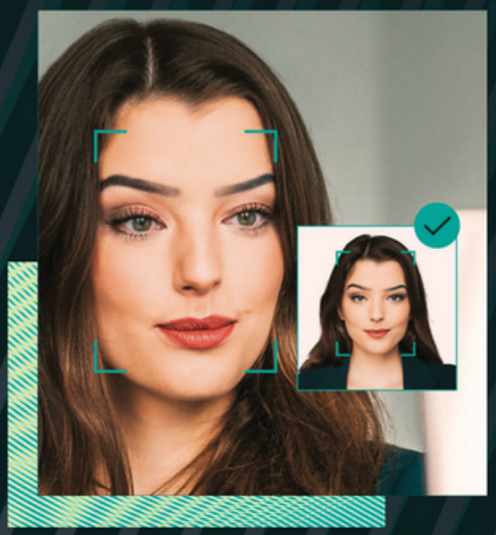
Achieve compliance:
Meet global KYC and AML requirements, guarantee age verification.

Global document coverage:
10K+ government issued IDs from 190 countries.

Easy for users:
Optimized UX with instant feedback.

Age and identity verification decisions made in 6 seconds

Combine age and identity verification with AML screening and biometric authentication to build trust and keep customers safe.



AGENDA TUESDAY 11 - WEDNESDAY 12

TUESDAY

5:00 PM - 8:00 PM
Apollo Headquarters

Welcome Reception Hosted by ibott
Join attendees for a Welcome Reception to kick off the 2022 Sharing Economy Global Summit

WEDNESDAY

9:00 AM - 10:00 AM
Lloyd's of London

Check In & Registration
Be sure to check in and register early so that you have time to download the Marketplace Risk Community App, mix and mingle and grab a seat for the keynote.

OPENING REMARKS & KEYNOTE ADDRESS

10:00 AM - 10:15 AM
Old Library

Welcome and Introductions
We will kick off the day with a welcome and some introductions. We will highlight some not-to-be missed sessions for the day, and give you a preview of what to expect and how you can make the most out of the 2022 Sharing Economy Global Summit.

10:15 AM - 10:40 AM
Old Library

Keynote

SESSIONS

11:00 AM - 11:30 AM
Room 1

Navigating Changing Global Tax Regulations and Compliance for Marketplace Platforms | Alex Baulf, Senior Director, Global Indirect Tax, Avalara
From the impact of digital globalisation, to increased red tape post-Brexit and the introduction of e-invoicing reforms in Europe - the international tax compliance landscape has only become more complex for online, marketplace and platform sellers. As a result, cross-border commerce is now a complex web of customs formalities and new obligations, impacting omnichannel businesses across a number of vital touchpoints. Join this session to learn about these new rules and the benefits of compliance automation toto effectively scale and manage tax liability during these uncertain times.

11:00 AM - 11:30 AM
Room 2

Redefining Mobility: Inventing a New Marketplace | Xavier Collins, Vice-President, UK, Turo
Turo is the world's largest car sharing marketplace where you can book any car you want, wherever you want it, from a vibrant community of trusted hosts across the UK, US, Canada, and France. This presentation is about how Turo built a marketplace from scratch and partnered with insurance companies to create the product and manage risk and verification.

11:00 AM - 11:30 AM
Room 3

Leveraging Data to Enable Proactive Detection: A Sharing Economy Case Study with Wonolo | Stephanie Horowitz, Senior Manager, Trust & Safety, Wonolo; and Adam Varro, Director of Support & Enablement, Wonolo
Wonolo, a large on-demand staffing platform, recognized they had bad actors on their platform. They always managed to catch these bad actors, but often only after fraud had occurred. Learn how they've transformed to leverage their own data and a no-code solution to proactively identify likely bad actors before they commit fraud.

AGENDA WEDNESDAY 12



11:40 AM - 12:10 PM
Room 1

Marketplace Insurance Solutions: The Dynamic Relationships Between a Broker, Underwriter, and Actuary With Their Client | Chris Moore, Head of ibott, Apollo, ibott; Zach Pilalis, Senior Vice President, Marsh; Angelica Ronga, Risk Program Manager, DoorDash; and Matthew Rout, Head of Ibott Pricing, Apollo, ibott

If you're running an online marketplace startup, you don't want to miss this introductory insurance session at the Sharing Economy Global Summit (October 11-13, London). Our expert panel, including Chris Moore and Matthew Rout of Ibott, Angelica Ronga of Doordash and Zach Palalis of Marsh, will discuss how insurance is best designed to mitigate marketplace risk. This session will outline the different functions involved, including client representative, broker, compliance officer, insurer, data scientist and underwriter, and their importance in creating fit for purpose insurance solutions.

11:40 AM - 12:15 PM
Room 2

Is the Sharing Economy Now an Essential Part of the Post-Pandemic Future of Work? | Hassan Khadra, Founder & Director, TheHIVE Enterprise Ltd; Elle Tucker, Advisory Board Chair, Marketplace Risk; and Sophie Smallwood, Co-Founder & Co-CEO, Roleshare

Before Covid-19, the 'future of work' was much discussed. But nearly three years later, what does that future look like now, and how much does the sharing economy play a part in it? Sophie Smallwood, Co-Founder and Co-CEO of Roleshare, a platform for job sharing, and Hassan Khandra, Founder of TheHIVE - a B2B staff-sharing marketplace, join Marketplace Risk Advisory Board Chair Elle Tucker for a fascinating discussion about workplace trends and the potential of the sharing model in the new normal.

11:40 AM - 12:20 PM
Room 3

Proven Identity at the Heart of Trust Online | Kaarel Kotkas, CEO & Founder, Veriff

Digital services require trust, which ensures dishonest people are limited in their ability to abuse the Internet, and honest people can take full advantage of digital society with ease. The ability to use one's identity in the digital world is a fundamental human right, as it enables people to benefit safely and securely from the advantages of digital society in a safe and secure way. Join Kaarel Kotkas, CEO and founder of Veriff, as he outlines how proven identity is at the heart of trust online.

12:10 PM - 1:00 PM
Lloyd's of London

NETWORKING LUNCH

Grab lunch with old friends and new colleagues.

1:00 PM - 1:30 PM
Room 1

GDPR and Artificial Intelligence: The Intersection Between Regulating Privacy and Regulating Innovation | John Tomaszewski, Partner, Seyfarth Shaw LLP

Various parties have made significant efforts to establish an approach to regulate the development of artificial intelligence. These efforts sometimes focus on how to bring AI to market, and other times focus on how AI functions in the market. Regardless of the approach, AI needs data to learn. And typically, this data is personal data. As a result, users, developers, regulators, and businesses need to understand how privacy law (in particular the right to object to solely automated processing) intersects with the desire to support innovation through regulation in the artificial intelligence space. The application of privacy principles (in their current form) to artificial intelligence can have negative unintended consequences, and these obstacles must be considered before the use of artificial intelligence. Join this session to learn more about: -Opt-out rights for "vital interest" processing -AI bias and the "right to rectify" -Who is liable if there is a "harm" generated by the AI? -Can the current form of "omnibus" privacy law (e.g. the GDPR) interoperate with AI and its regulation? -The tension between the benefits of AI and the invasiveness of pervasive data collection

AGENDA WEDNESDAY 12

1:00 PM - 1:30 PM
Room 2

Why the P2P Business Model Will Help Shape a Better Economy | Paul Gaudin, Founder & CEO, CareRooms; Rebecca Heaps, Founder, Tentshare; Emma McConalogue, Founder, Kesaro; and Tom West, Founder, RentMy

Spend time with four purpose-led sharing economy founders, including Paul Gaudin of CareRooms.com, Rebecca Heaps of Tentshare, Emma Mclonaugh of Kesero, and Tom West of RentMy. Discover how they each arrived at their sharing economy business model. And how they have navigated challenges and opportunities to establish a new blueprint for wealth creation, while disrupting outmoded business models that no longer serve our rapidly evolving society.

1:00 PM - 1:30 PM
Room 3

Fair and Transparent: How the Digital Services Act Affects Your Marketplace | Daniel Patterson, VP of Customer Success, Trulioo

Recent reports show that nearly a quarter of global commerce sales could stem from online purchases by 2025. That steady surge in demand signals that digital marketplaces are critical to providing shared spaces for users to interact and transact. But those spaces must be safe. With that in mind, the European Union is considering two legislative acts for adoption by 2024 that would protect users' rights and establish level playing fields for innovation, growth and competitiveness. This presentation will help marketplace providers understand the pending legislation, the importance of building trust and how identity solution providers can help ensure compliance.

1:40 PM - 2:10 PM
Room 1

Insurance Should Be a Feature, Not a Product | Jérôme Selles, Co-Founder & CTO, Tint

Despite the hundreds of billions of dollars spent per year in advertising to conquer the hearts and minds of people - nobody likes to buy insurance. Embedded insurance creates a new shade of insurance that is instantly more relatable to consumers. By embedding insurance into tech platforms - consumers get the exact protection they need, at the moment they need it, by a brand they trust. During this session, we'll cover how embedded insurance is facilitating the shift - making insurance a feature included in the buying process, not a standalone product offered by a third-party.

1:40 PM - 2:10 PM
Room 2

Why Building a Best-In-Class Partner Payment Experience Matters | Rick Verma, Head of Digital, Tipalti

Today's digital market has never been hotter. Not only are new companies entering into existing spaces, but rather, existing companies are expanding their offerings, which means that competition is increasing - making it harder to attract/retain new partners. Businesses relying on a digital-first or sharing economy model, must prioritise the satisfaction of their partners. Partners are in the driver's seat and platforms must build a best-in-class partner experience to succeed. Payouts are one of the most important touch points you have with your partners. Your success may hinge on your ability to pay partners on time, every time. To remain relevant in an ever-increasing competitive landscape, It's not good enough to just deliver on-time and accurate global payments but digital companies must also deliver a best-in-class partner experience while creating a partner payments function that scales rapidly and efficiently.

1:40 PM - 2:10 PM
Room 3

The Transformative Power of Re-Usable IDs for Trust and User Experience | Sarah Clark, Senior Vice President - Digital Identity, Mastercard

Trust is a strategic pillar to growth in the sharing economy and must be implemented so it supports simple user journeys. In this session, you will learn how verifying the identity of your hosts and/or users at the highest assurance level can be as easy as "one click" and fulfill the growing demand for data privacy through the rise of re-usable digital identities.

Tint

It's Time for a New Shade of Insurance



Billions of dollars are spent per year in advertising to conquer the hearts and minds of people yet, **nobody likes to buy insurance**.

Embedding insurance means you offer your customers the exact protection they need, at the moment they need it, by a brand they trust - **yours**!

Marketplaces build trust with embedded insurance.



Come Hear Us Speak!

Insurance should be a feature, not a product.

www.tint.ai

AGENDA WEDNESDAY 12

2:20 PM - 2:50 PM
Room 1

The Gen-Z Fashion Fix: How Platforms are Creating a Sustainable Approach to Online Shopping | Polly Applegate, Advisor; Billy Butt, Co-Founder & CEO, Fassion; Lucy Hall, Co-Founder, LOANHOOD; and Jemma Stacey, Co-founder & CEO, FINDS

Gen-Z expects seamless, end-to-end users experiences when shopping online. But how do you satisfy Gen-Z expectations with a platform's focus on quality, trust & safety? During this session, you will learn how to focus on building safe and trusting communities that celebrate independent fashion and peer-to-peer circularity.

2:20 PM - 2:50 PM
Room 2

0 to 0.5 - Lessons Learned in Starting a Marketplace | Gabriel Isserlis, Founder & CEO, Tutti

In this session Gabriel Isserlis, will discuss how he got his marketplace Tutti off the ground. He'll look back on key moments in the journey, sharing insights on why he made certain decisions, and reflecting on both good and bad choices along the way, in hindsight. Gabriel and his team are just getting started, but during this session, he will present a rare transparent dive into the journey so far.

2:20 PM - 2:50 PM
Room 3

Risk Mitigation for Online Marketplaces in a Mobile-First World | Sandra Grodensky, VP of Mobile Trust and Safety, ActiveFence

In a mobile-first world, why is risk mitigation still web-first? Mobile apps provide threat actors an ideal environment, where user trust can be leveraged to gain access to devices & information - risking platforms and users alike. In this session, Sandra Grodensky will provide examples of how threat actors abuse mobile marketplace apps, proving why a mobile-first approach to risk mitigation is key. And, she'll give you the tools to do it!

3:00 PM - 3:30 PM
Room 1

Autonomous Vehicles: The Risk Challenge Ahead | Rebecca Marsden, Head of Innovation, Apollo; Goran Dautovic, VP of Public Policy, P3 Mobility; and Marta Ostroumoff, CFO, Oxbotica

This session will feature presenters from different perspectives of the autonomous vehicle ecosystem discussing the future of AV. During this session, you will hear about the timeline for mass AV deployment, what it looks like, and how it will differ between different across, including the UK, EU and USA. Finally, they will cover the insurance challenges that lie ahead, as well as some suggested solutions.

3:00 PM - 3:30 PM
Room 2

Can the Sharing Economy Reduce Carbon Emissions? | Eamonn Galvin, CEO & Founder, KnowCarbon

The challenge to reduce our carbon emissions is immense. But will the sharing economy make a difference? In this data-driven talk, Eamonn Galvin separates fact from fiction. Which sharing economy sectors can reduce emissions by more than 50%? Based on analysis of leading sharing economy businesses and sectors he identifies the carbon winners. As ever, there is also dark side and sharing businesses that will actually increase emissions. Join this hard hitting talk to understand where your sharing economy business sits on the carbon spectrum. Ideal for CEOs, Founders, Investors and customers of sharing economy businesses curious about how to benefit from carbon disruption.

3:00 PM - 3:30 PM
Room 3

Trust & Safety Best Practices for Online Communities | Polly Applegate, Advisor; and David Hunter, Vice President, Crisp

Healthy online communities play a vital role in building brand trust and accelerating e-commerce. Unfortunately, harmful content can have the opposite effect. Consumers are taking notice. During this session, the experts will share new research from Crisp, now a Kroll business, on how this impacts brand reputation and sales, and how to improve trust & safety policies to discover issues early, mitigate the risk and protect brand reputation.

AGENDA WEDNESDAY 12

3:40 PM - 4:10 PM
Room 1

Building Cybersecurity into Your Platform | Nicola Gandy, Co-Founder & Director, Azacus.io; and Stephen Whiteman, Head of Consulting, Daintta

Do you know the level of security risk you're carrying with your platform? Do you know where the key weaknesses and vulnerabilities are? In this session we will go through the key points for platforms to consider and take away, regardless of size.

3:40 PM - 4:10 PM
Room 2

How B2B Marketplaces Can Be the Engine for Circularity | Campbell Murray, Founder, Souqbox

Most circular economy models that have launched are consumer-focused. However, the opportunity for B2B platforms is enormous. During this session, experts will explore the barriers to circularity in various industries, including case studies on what has worked and hasn't, as well as the role that technology can play from simple online trading through AI & blockchain lead initiatives to grease the wheels of circular transactions.

3:40 PM - 4:10 PM
Room 3

The Emerging Threat of Fake Reviews: Top Considerations for Safe Platform Growth | Chris Downie, Co-Founder & CEO, Pasabi; and Domonique Rai-Varming, Director of Litigation, Trustpilot

Sharing and gig economy platforms rely on reviews to build trust between buyers and sellers. In fact, trust lies at the heart of building momentum and growth. Consequently, fake and misleading reviews are especially damaging to sharing and gig economy platforms. With regulators around the globe targeting fake reviews, it has never been more important to tackle this problem. Join this session to learn how to combat fake reviews and grow a trusted, safe platform.

4:20 PM - 4:50 PM
Room 1

Digital Platforms & AI Technology Are Transforming The Insurance Industry: Here's How | Sarah Binder, General Counsel, Corporate Secretary & Head of Insurance, Lime; Chris Moore, Head of ibott, Apollo, ibott; Nick O'Sullivan, Head of Operator Success, Joyride; and Yaron Zurr, Co-Founder & CCO, CONNECTED Insurance

In a world where there is a massive amount of newly produced data, yet, relatively little claims and exposure data, the standard risk models don't work properly. Sophisticated technology and machine learning models are required in order to identify and predict subtle patterns of risk exposures to help digital platforms to improve their bottom line. During this session, you will learn how digital platforms and AI technology are transforming the insurance industry - especially where there is a lack of data.

4:20 PM - 4:50 PM
Room 2

Not Only Sustainable! Using the Sharing Economy to Create More Attractive Solutions | Mikaela Ayesa, Circular Fashion Expert; Alexander Engl, Founder, ihopa; David Knutsson, Founder & CEO, Parently; and Riccardo Tessaro, Founder, Gravity

We will never be able to motivate the masses to sacrifice their lifestyle to live more sustainably. In this panel, you will hear from startups and companies that know that to push real change we need alternatives that are not only sustainable but more attractive to consumers. We will discuss how new innovative services will reshape consumption, fashion, parenting and living.

4:20 PM - 4:50 PM
Room 3

Superapps: Enabling Growth in Shared Mobility | Lukas Neckermann, COO, Splyt

Releasing the promise of the on-demand economy means making it seamlessly accessible to the greatest number of users - without additional logins or passwords. Superapps - including Alipay, Booking.com, WeChat, and Grab - together have over two billion users. They also have in common an integration of mobility services through Splyt.

AGENDA WEDNESDAY 12 - THURSDAY 13

5:00 PM - 5:30 PM
Room 1

Marketplace Insurance Offerings: On-Demand Versus Embedded Insurance | Nick Gibbs, Deputy Head of ibott 1971, Apollo, ibott; Clint Johnson, VP of Legal, Risk Management, and Trust & Safety, Bird; and Trevor Smith, SVP, Sharing Economy & Mobility Group Casualty Leader, Marsh

In this session, experts will explain on-demand and embedded insurance solutions and how they differ from traditional insurance solutions. They will describe the advantages and disadvantages of on-demand and embedded insurance solutions for platforms and their users. Finally, they will cover how they create differing forms of trust and the challenges with administration of the insurance solution.

5:00 PM - 5:30 PM
Room 2

Who Shares Wins: The Perfect Storm for the Sharing Economy | Danielle Cort, Marketing Manager, JustPark; Andy Hibbert, CEO & Founder, Karshare; Eve Kekeh, Founder, Bundlee; and Kapila Perera, Head of the Sharing Economy and Entrepreneurship, CBI

Join these presenters for a discussion around the catalysts that caused a spike for sharing economy businesses, and a dive into why now is the perfect storm for the sharing economy. Hosted by Sharing Economy UK, hear from Karshare, Bundlee and JustPark as they each talk through the external factors that have previously helped their businesses and provide an insight into the key external factors impacting them currently.

5:00 PM - 5:30 PM
Room 3

Technology Challenges of Dynamic Registration and Onboarding | Sidra Khan, Policy Manager - Registration, TaskRabbit; and James McAulay

5:30 PM - 7:30 PM
Aon Headquarters

Networking Reception hosted by Aon

Join attendees at a networking reception hosted at Aon's London headquarters.

THURSDAY

9:00 AM - 10:00 AM
Lloyd's of London

Check In & Registration

Be sure to check in and register early so that you have time to download the Marketplace Risk Community App

OPENING REMARKS & B2B SHOWCASE

10:00 AM - 10:10 AM
Old Library

Welcome and Introductions

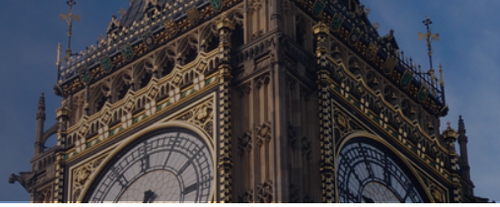
We will kick off the day with a welcome and some introductions. We will highlight some not-to-be missed sessions for the day, and give you a preview of what to expect and how you can make the most out of the 2022 Sharing Economy Global Summit.

10:15 AM - 10:50 AM
Old Library

B2B Showcase - Big Fish, Little Fish | Nathan Brown, Principal Policy Adviser, CBI; Adrian Criddle, Sales, Marketing Group and General manager of the EMEA Marketing, Intel; Juliet Eccleston, CEO & Founder, AnyGood?; Greg Gormley, SKOOT; Eman Martin-Vignerte, Bosch; Emma McConalogue, Kesero; Lars Ronning, Founder & CEO, Ailuna; Deborah Suttle, Vice President, UKI Commercial Solutions, Mastercard; Christian Toole, Senior Manager, BAIN; and Tom West, Founder, RentMy

This session provides the opportunity for sharing economy startups to showcase their B2B propositions to innovative, large organisations that are looking for new ways to solve business challenges. Utilising the research from their 'Big Fish, Little Fish' programme, the CBI will facilitate the session and manage the risks and opportunities as they arise in a live debate. Audience members will have the opportunity to ask questions of all presenters and take learnings into their own businesses.

AGENDA THURSDAY 13



SESSIONS

11:00 AM - 11:30 AM
Room 1

Platform Regulation: It Isn't Just About Personal Data Anymore | John Tomaszewski, Partner, Seyfarth Shaw LLP

A number of countries have realized that the organic growth of "big tech" has created "data spaces" which operate under rules that don't always conform to their point of view. While we have seen the pushback to this take the form of "data sovereignty" laws, the EU approach is a bit more complicated. The EU recently passed the Digital Services Act and the Digital Markets Act. These acts, coupled with a number of other pieces of pending regulation, are designed to create a uniquely "European Data Space." At least in the EU, where we once only had regulation of personal data, now we have regulation covering all data. For the gig economy, how will this re-shape our businesses? During this session, you will learn more about and explore:

- Implication of the Digital Markets Act on gig economy platforms
- Core Service Platforms and "gatekeepers" - where are the limits of the regulation for gig businesses?
- Is the use of a gig platform a "service" that requires "consumer protection"
- Digital Services Act will likely impose new duties on platform providers beyond the DMA
- Non-discrimination, reliable data, transparency, "trustworthy" services are now affirmative obligations
- How does one use the DSA to get the benefits of the available liability shield?
- How does all of this interplay with the GDPR and Member State Labor Law?

11:00 AM - 11:30 AM
Room 2

Public Policy & Government Relations: Why Engagement is Essential to Growth | Maxine Bligh, Director, CBI; Ali Clabburn, Founder & Chairman, Liftshare

To ensure that governments and local authorities understand our business models when considering both changes in legislation and taxation as well as opportunities, it's critical that we maintain a consistent and persistent focus on communication. This session highlights the key lessons from lobbying to roundtables and how we can influence this as individual businesses as well as a community.

11:00 AM - 11:30 AM
Room 3

How Your Risk Evolved with Your Brand: An Underwriting and Claims Perspective | Jahangez Chaudhery, Occupational Accident Underwriter, Apollo, Ibott; Stephanie Maiden, Senior Claims Consultant for Digital Economy, Aon

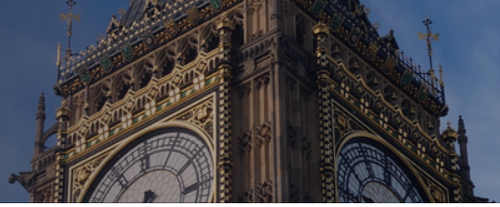
The insurance industry often hears from marketplaces that, "I haven't had any claims" or "My claims are minimal." But, as claims and underwriting professionals, the answer is typically, "Not yet". While claims volume and severity may be low in the beginning of a platform's journey, as they gain more publicity, social inflation tends to catch up with these areas. Join this session to learn from insurance professionals on the front lines of marketplace and sharing economy platform coverage.

11:40 AM - 12:10 PM
Room 1

How to Successfully Build Risk & Insurance Into the Decision Making Process for a Technology Company | Chris Moore, Head of ibott, Apollo, ibott; and Angelica Ronga, Risk Program Manager, DoorDash

During this session, these seasoned insurance professionals will discuss how to utilize insights as a technology company to help drive risk-focused decision making. They will also explore how to engage stakeholders across the business to embed risk and insurance in the conversation. From there, they will dive into the future of dynamic usage-based insurance utilizing data insights to unlock profitability with data credibility. Finally, they will cover the importance of 'clean data' in risk avoidance as well as risk transfer to carrier partners and more!

AGENDA THURSDAY 13



11:40 AM - 12:15 PM
Room 2

International Standards for the Sharing Economy: What Are They and How to Get Involved | Tomoyuki Endo, Director of Standards and Conformity Assessment, Japan External Trade Organization (JETRO) , Geneva Office; Joseph Maar, CEO of NECF and New Projects Liaison, NECF Corporation and ISO TC324 Sharing Economy; Masaaki Mochimaru, Ph.D, Director, Human Augmentation Research Center, The National Institute of Advanced Industrial Science and Technology (AIST); and Kentaro Watanabe, Ph.D, Chief Senior Researcher, Human Augmentation Research Center, National Institute of Advanced Industrial Science and Technology Convenor

This panel discussion will feature leaders from the Sharing Economy International Standards Organization (ISO) Technical Committee, which is made up of 40+ countries, they will cover:
- The size, scope and characteristics of the global sharing economy
- The current state of sharing economy standards and regulations across regions
- Various sharing economy terminology, projects and proceses
- And, last but not least, how to get involved!

11:40 AM - 12:20 PM
Room 3

What's Next for the Micro-Mobility Space? | Dean Broomhead, ibott Underwriter, Apollo ibott; and Caroline Hardey, Senior Legal Counsel, Lime

Come join Dean Broomhead and Caroline Hardey as they discuss:
- New modalities, new territories and new challenges for the Micro-Mobility industry
- New insurance requirements and solutions to control or lower risk for Micro-Mobility
- How big-data now available in many markets can be used for optimisation and risk management.

12:10 PM - 1:00 PM
Lloyd's of London

NETWORKING LUNCH

Grab lunch with old friends and new colleagues.

1:00 PM - 1:30 PM
Room 1

The Feasibility of Measuring the UK Sharing Economy | Luke Michaelides Technical Lead: Development of Annual Business Survey Statistics, Office for National Statistics ; Leona Richards, Research Officer, Development of Annual Business Survey Statistics, Office for National Statistics (ONS); and Sue Ost, Senior Statistical Officer, Development of Annual Business Surveys Statistics, Office for National Statistics (ONS)

With an ever-growing number of platforms and vast user bases, policy makers are increasingly interested in the sharing economy. To that end, we need to make sure that our data is relevant and captures what is important. A primary focus is developing a definition that is suitable for statistical measurement while showing the diverse range of sharing economy businesses and keeping pace with innovation. During this session, they'll explore how the Office of National Statistics will go about measuring the size of the UK sharing economy.

1:00 PM - 1:30 PM
Room 2

From Craigslist to Regulated B2B Digital Platforms: Evolution and the Future | Aleksandar Orlić, Co-Founder & CEO, randevu; and Filip Perišić, Co-Founder & CTO, randevu

According to McKinsey, up to 30% of the global economy will adopt a digital platform business model in over the next five-to-six years. In addition, the way companies and governments are organised will be fundamentally changed by these new activities and practices. During this session, the presenters will explore these topics by examining different generations of marketplaces and platforms and outlining technology challenges and needs behind the digital platforms of tomorrow.

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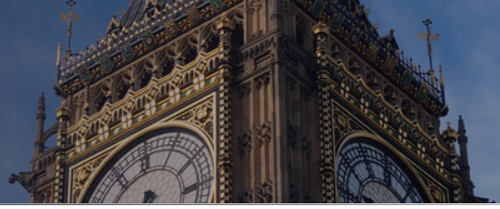




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AGENDA THURSDAY 13



1:00 PM - 1:30 PM
Room 3

Countering Fake News Using P2P Engagement | Zufi Deo, Co-Founder, BizGees Ltd

Fake news is a key challenge of our age. The notion of freedom of expression is being pushed to its limits. Some implications of fake news have been preconceptions of vulnerable segments of society including refugees, women in the workplace and more. We have been working with GenZ's to engage them using the sharing economy / p2p model to help mitigate these misconceptions.

1:40 PM - 2:10 PM
Room 1

The Impact of Short-Term Rentals on the Housing Market | Davide Proserpio, Assistant Professor of Marketing, University of Southern California

During this session, USC Marshall Professor Davide Proserpio will present the results from a study of the impact of short-term rental platforms on the housing market. As a part of the research, they discovered that initially, short-term rental platforms increase house prices and rental rates. However, longer term, these platforms incentivize residential real estate investment, especially so for housing units that are well suited for short-term renting. Join this session to learn more about the research and results of this groundbreaking study.

1:40 PM - 2:10 PM
Room 2

Risks and Rewards: The Potential for the Sharing Model in Healthcare | Elizabeth Gaudin, Co-Founder & COO, CareRooms; Constantine Karampatsos, Co-Founder & CEO, Good Life Sorted; and Lieke van Kerkhoven, Co-Founder & Director, FLOOW2

The sharing economy has disrupted many sectors, but some have been more resistant to this innovation than others, in spite of the benefits. Healthcare is one of these sectors – but now, in a time of recession, and following the health crisis of the pandemic, sharing models are gaining ground, in social care as well as B2B sharing between healthcare organisations. So what are the risks and rewards of sharing in this space? And what is the potential for new sharing platforms to disrupt an overstretched sector? Join Lieke van Kerkhoven, Co-founder of FLOOW2, Constantine Karampatsos, Co-founder and CEO of home help platform Good Life Sorted, and Elizabeth Gaudin of CareRooms, for an engaging panel about healthcare and the sharing economy.

1:40 PM - 2:10 PM
Room 3

How to Build and Leverage Partnerships to Level Up Your Trust & Safety Program | Brian Davis, Head of Trust & Safety, Dodgeball; and PJ Rohall, Head of Fraud Strategy & Education and Fraud Fighter, SEON

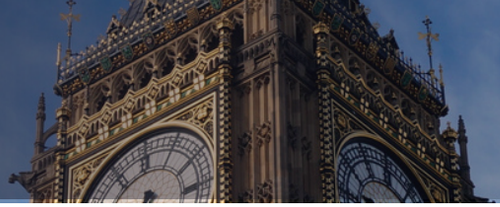
Trust and safety teams extend far beyond the walls of their own department. Effectively managing internal and external partnerships is essential to building a top-notch trust & safety team. This includes internal partners like customer service and product management, and external partners like data and technology companies. Join this session as the presenters dive into who these partners are, why they are important to manage effectively and some practical advice to steer these partnerships in the right direction.

2:20 PM - 2:50 PM
Room 1

Dutch Founders Fund Presents: VC Insights from Marketplace Investments | Federico Maroli, Senior Associate, Dutch Founders Fund; and Bas Rieter, Analyst, Dutch Founders Fund

The Dutch Founders Fund is a hyper-focused, early-stage marketplace venture capital firm based in Amsterdam. They invest pan-european and are primarily focused on B2B marketplaces. During this session, investors will share their insights and best-practices for how to scale your marketplace and what investors look for in early-stage marketplaces. You'll hear from the Dutch Founders Fund founding partner Laurens Groenendijk, who is the founder of Just-Eat, Treatwell, Hiber and Miinto.

AGENDA THURSDAY 13



2:20 PM - 2:50 PM
Room 2

How Green Is Your Tech? | Charlie Symonds, CEO, Principal Consultant, Alirity; and Juliet Eccleston, CEO & Founder, AnyGood?

The sharing economy is widely recognised as having a positive impact on the environment. When calculating this, however, we often miss the very platform a marketplace is built upon. Are you claiming green credentials without considering it? Would you like to know some quick wins and key architecture points to incorporate when starting out, improving or re-platforming? Join this session to get the answers to these questions and see how the AnyGood? platform fairs under scrutiny of a green tech expert.

2:20 PM - 2:50 PM
Room 3

Cost of Living Impacts: The Risks to Growth Within Differing Consumer Groups | Bradley Hornby, CEO & Co-Founder, Homebound; and Paul Cook, Co-Founder, Singularity Labs, and Founder, Noetika

The cost of living impacts this winter and into 2023 and 2024 are concerning for all businesses. As we head into this new period of uncertainty, how can we use data and human-geography insights to reduce the risk and protect growth by identifying consumers who may be more price/spend resilient and build targeting strategies to retain customers who aren't as financially bullet proof. Join this session to explore these issues and many more related to the impacts of the cost of living on different consumer groups.

3:00 PM - 3:30 PM
Room 1

Ways to Achieve Sustainable Urban Mobility | Herbert Jansse, Head of Digital EMEA, Aon; Michael Maicher, Global Partner & Director, Allianz Partners S.A.S.; and Rob MacKethan, Risk Manager and Head of Insurance, HyreCar

3:00 PM - 3:30 PM
Room 2

Deploying AI to Improve Safety and Customer Experience | Peter Bousquet, CRO &- Co-Founder, Humn; Chris Clarke, Head of Data Science, Humn; Dr. Neal Keniear, Lead Behavioural Science/Transport Safety, Humn; and Dan Severin, Head of Insurance Schemes, Bolt

Data is not a solution it is a noun. Platforms create, collect and represent their data as a difference. In mobility, artificial intelligence transforms data into knowledge, but even that is not enough to generate real changes. During this session, the presenters will discuss how deep learning and behavioural science is transforming data into knowledge. And, how deploying this increases engagement offers scalable techniques to engage with customers and suppliers to improve outcomes and reduce risk.

3:00 PM - 3:30 PM
Room 3

Creators in the Shared Economy | Gabriel Isserlis, Founder & CEO, Tutti; and Dasha Timbus, Founder, CastingForm

Web3 is not user friendly for traditional creators like actors, screenwriters and filmmakers. Are they about to vanish? Or are there ways to integrate them into the economy? Community, collaboration, and sharing economy are here to help. Takeaways:

- Main challenges for creators
- Community as a part of the creative economy anchor
- Co-living and co-working opportunities for creators

AGENDA THURSDAY 13

3:40 PM - 4:10 PM
Room 1

Shared Ownership via Fractional Shares of NFTs as Regulated Securities | Ralph Liu, CEO, WeCoOwn Technologies Ltd

Satoshi utilized only one of the most important features that blockchain technology has made possible, the ability to sell a digital file only once, to create a digital currency on the Internet. Using that same concept he developed the blockchain methodology to create a global decentralized ledger system. There is an opportunity to extend that same technological invention beyond just a currency, but also to transform the paper-dominated property and asset legal ownership into a private address-based NFT as the alternative legal ownership. To do so, the cryptocurrency world needs a fully developed capital market with a prudent investors regulation framework already in place within all major sovereign jurisdictions. WeCoOwn platform aims to lead the way to help achieve that goal.

3:40 PM - 4:10 PM
Room 2

Transactional Transformation: Eliminating Payment Threats in a Post-COVID Marketplace | Marc Conway, Founder, 7 Seas Consultants; Monica Eaton-Cardone, Owner, Co-Founder & COO, Chargebacks911; PJ Rohall, Head of Fraud Strategy & Education and Fraud Fighter, SEON

3:40 PM - 4:10 PM
Room 3

A Structured Approach to Build Trust as a Platform with the TRUST Framework of the Platform Innovation Kit | Nathalie Dumas-Lamborghini, Founder & CEO, FLYING RHINO; and Matthias Walter, Co-Founder, fastbreak.one

The Platform Innovation Kit (PIK) is the most advanced business model design toolkit build for platforms & marketplaces. In the presentation we will highlight the TRUST framework, an advanced toolkit of the PIK - helping users to understand and design the right trust mechanisms. The toolkit is available for free, and you can learn how to access it!

4:20 PM - 4:50 PM
Room 1

Hack to the Future: Pentesting and Why the Most Effective Cyber Security is All About Timing | Nicola Gandy, Co-Founder & Director, Azacus.io

The dance between business continuity and Cyber Risk Management is familiar to you all, but this struggle between humans and security is as old as time itself. Join us as we hop in the way-back machine and visit some non-technical tales of how a well-timed hack of your platform can actually benefit the future of your business.

4:20 PM - 4:50 PM
Room 2

Safety First: Defining Comprehensive Safety for Autonomous Mobility & Delivery | Rebecca Marsden, Head of Innovation, Apollo

4:20 PM - 4:50 PM
Room 3

Common Roadblocks for Growing a Regulated Marketplace | Alex Kroeger, Attorney, Larson King



SPEAKER BIOGRAPHIES

Polly Applegate

Having led the Community Experience teams at the global fashion marketplace depop from Series B to Etsy acquisition, Polly moved to advisory work in similar spaces. She has great experience in how online communities grow through providing a safe and transparent platform for their users particularly in the marketplace, live shopping & e-commerce space. Working as an advisor, she supports founders and early stage teams across a number of scaling challenges, and is always thinking about how to shape decisions with a people-first approach to get team buy-in by creating a culture where teams feel a sense of belonging and inclusion.

Mikaela Ayesa

Mikaela ran a clothing subscription service called Hack Your Closet for 3 years in Sweden and in France with 45 employees and with 1.2m £ in yearly turnover. The service circulated second-hand and overstock fashion to prolong the life of underutilized clothes and help brands optimize their production. Have has an M.Sc in Engineering, Product Development and Circular Economy.

Alex Baulf

Alex leads global indirect tax at Avalara, leading engagement with policy and business leaders to develop a tax and compliance environment that will streamline and accelerate commerce for the overall growth of the economy. With over 16 years' experience in global VAT and GST and international indirect tax consultancy, Alex has specialised in analysing changing VAT requirements and advising on impact assessment and change management across processes, data and technology.

Sarah Binder

Sarah Binder is currently General Counsel, Corporate Secretary & Head of Insurance at Lime, having joined Lime in May 2021. Sarah manages teams across the Legal, Compliance, Insurance & Safety functions who are located in 9 different countries & 9 different US states. The Legal, Compliance, Insurance & Safety function provides advice to Lime's businesses in 40 countries in Europe, Middle East, North America and Australia & New Zealand. Previously Sarah was a member of the executive leadership team for Yum! Brands in Europe and the UK where she was most recently the Chief Development Officer responsible for growing the Pizza Hut franchise to 1,400 restaurants in 28 countries & leading the Pizza Hut response to the Covid-19 pandemic including the Feed the NHS partnership with Deliveroo. Sarah joined Yum! Brands in 2018 as the General Counsel for the UK & European Pizza Hut business. Sarah started her corporate career as a corporate M&A attorney at Clifford Chance where she practised for 4 years in London and the Middle East. She subsequently worked at British Telecom for 6 years in a number of roles acting for BT on multi-million pound acquisitions, disposals & joint ventures as well as creating and then operating the legal and compliance function at Plusnet. In her final role at BT Sarah was Head of Privacy Law and Data Protection Officer for EE, the UK's largest mobile phone company. Sarah studied at the London School of Economics, graduating with a 1st class joint honours degree in Government and History. Sarah has also recently been a local councillor for Wandsworth Council in London and most importantly, is a parent to 4 & 6 year olds (who gives her excellent & daily practice in her negotiation skills).

Peter Bousquet

Peter is the co-founder, reforming banker who leads Humn sales. He has developed partnerships with capacity and platforms that use these models to transform their proposition to suppliers/customers.

Dean Broomhead

Dean joined the ibott team in 2021 having been an underwriter within Lloyd's of London insurance market for 7 years. He has a passion for innovation and couples that with his degree in economics to find solutions for ibott clients. Dean is also ACII qualified and a Chartered Insurer.

Nathan Brown

Nathan Brown is a Principal Policy Adviser in the CBI's Innovation Directorate. He leads the team's work on business transformation and technology adoption, as well as the Big Fish, Little Fish campaign that seeks to improve innovation partnerships between large and small firms.

Billy Butt

Billy is the Co-founder and CEO of Fassion. Fassion is a social marketplace dedicated to independent fashion. By combining the shopping experience of marketplaces with



SPEAKER BIOGRAPHIES

the discovery and interaction features of social media, Fassion is making it easy to discover and purchase independent and sustainable fashion.

Jahangez Chaudhery

Jahangez is an Occupational Accident Underwriter at Ibott. His experience includes major insurers in the Digital Economy space.

Ali Clabburn

Ali Clabburn is the Founder and Chairman of the Liftshare Group. Liftshare Group started life back in 1998 when Ali struggled to get home from university. In the 24 years since then Liftshare Group has gone on to save its users over a billion miles and become the UK's leading climate tech provider for decarbonising commuter emissions. Liftshare Group is a certified social enterprise that comprises two brands - Liftshare, the UK's largest consumer-focused car-sharing platform with over 500,000 members; and Mobilityways, which works with hundreds of the UK's largest employers to measure, reduce and report their commuter emissions. A passionate advocate for the sharing economy, Ali regularly consults with the government with a view to reducing the negative environmental impacts of the commute, mostly recently being a contributor to the Department for Transport's Transport Decarbonisation Plan.

Sarah Clark

Sarah is a globally recognized thought leader in Digital Identity, and currently leads the Digital Identity business at Mastercard where her team is focused on a decentralized globally interoperable ID network that empowers individuals to own their own digital identity where their data privacy is protected. She is recognized as one of 10 global thought-leaders in the 2022 Fintech Power50.

Xavier Collins

Xavier is the Vice-President, UK for Turo. Previously an early-stage employee at both Uber and Deliveroo, Xavier launched Turo in the UK in 2018.

Paul Cook

Paul shaped his marketplace experience whilst building the Business Intelligence capabilities at JUSTEAT and has since supported at least 10 marketplace brands (including, Licklist, Camptoo, BorrowMyDoggy, Shepper & OrderYoYo) to help short-circuit transactional growth through data-led + human-geography techniques. Designed Oppy, a SaaS solution built to aid marketplaces to achieve liquidity using geo-analytics.

Danielle Cort

Danielle Cort is an innovative marketing professional, experienced in launching new products to market. Danielle spent 6 years in the consumer insurance industry before moving into EV charging and the sharing economy. Now looking after supply for JustPark, as well as PR & comms, Danielle is able to live her passion for e-mobility by leading marketing for EV charging solutions.

Adrian Criddle

Adrian E. Criddle is vice president in the Sales and Marketing Group and General manager of the EMEA Marketing organisation at Intel Corporation. Based in the south of England, he leads the EMEA country, territory and regional marketing teams, implementing Intel's marketing strategies across all business units. As well as driving relevance and innovation at the edge, Adrian ensures customers and partners continue to be a vital part in our go to market efforts.

Brian Davis

Brian's previous career was building fraud and trust and safety programs at a few different companies (digital subscription, marketplaces, and a fintech). Currently, he helps empower other fraud fighters to help build trust to fit their unique needs with simplicity and ease.

Zufi Deo

Zufi is an innovator and entrepreneur. A speaker at the Sharing Economy Global Summit, London, 2021. Panel member at Fintech Week London 2019 - FinTech, Social Impact & Emerging Markets. Panel member at Digital Impact Week, London, 2019. A Guest speaker at Wharton Social Entrepreneurs, 2018. He supported 2,000 entrepreneurs in London over a 10 year period using principles of the sharing economy. His MBA project on Strategy Implementation and high growth SME's was published in the Journal of Innovation and entrepreneurship. He was awarded the UK Top 50 Business Adviser award twice. He currently runs a sharing economy based Zebra FinTech called BizGees.



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SPEAKER BIOGRAPHIES

Chris Downie

With 25 years of experience in digital, Chris provides the vision and direction for Pasabi. Passionate about product development and driven to produce authentic user experiences, Chris' expertise lies in strong people management and applying technology to solve real-world problems. Constantly thinking about trust and its role in tech and society, Chris also moonlights as co-presenter on The Trust Series podcast. Chris lives outside Edinburgh with his wife and two children.

Nathalie Dumas-Lamborghini

Nathalie graduated from Stanford and had an international career, working in strategic roles with world leaders in the digital industry (Cisco, Oracle and Intel). She's a visionary, recognized by several industry prizes, and a contributor to Forbes in France. She is also President and board member of several associations, and Advisor to the President of the Chamber of Commerce in Marseille. Entrepreneur, business angel and start-up coach, Nathalie founded Flying Rhino Studio, a venture studio specialized in platforms with impact.

Monica Eaton-Cardone

Monica Eaton-Cardone is the owner, co-founder and COO of Chargebacks911, the first global company dedicated to preventing chargeback fraud and safeguarding the "eCommerce experience" for merchants, e-stores and consumers. Chargebacks911 has successfully protected over 10 billion online transactions for clients in 87 countries, and has recovered more than $1 billion in disputed and/or stolen revenue. Under Monica's leadership, Chargebacks911 has emerged as trailblazers in the eCommerce industry – publishing whitepapers, analyzing e-trends and headlining conferences – teaching audiences about cyberfraud, payments security, data protection, risk-reduction and revenue recovery.

Juliet Eccleston

Juliet is CEO and founder of AnyGood?, the Chair of the CBI Sharing Economy Council and a consultant to marketplaces. Prior to founding her own platform, Juliet spent 20 years delivering multi £m technology change programmes for large corporates. During this time, her frustration with the process for recruitment collided with the rise of sharing economy models. AnyGood? - a platform where professionals recommend other professionals for roles was born. Juliet's role as Chair of the Sharing Economy Council and her consultancy enable her to play an active role in the growth of the sharing economy and the platforms within it.

Tomoyuki Endo

Tomoyuki Endo is the Director of Standards and Conformity Assessment, Japan External Trade Organization, Geneva and the representative of the Japanese Standard Association, Geneva office. He has been involved in international standards (ISO) development for many years as one of the leading members and standard makers in several fields, especially digital platforms, sharing economy, e-commerce, service excellence and sustainable mobility etc.

Alexander Engl

Alexander has been working with circular economy projects since many years. He has founded ihopa, cturn and is the main organiser of the Stockholm circular - and sharing economy network. He has a background with digital marketing and business strategy consultancy.

Eamonn Galvin

Eamonn is the CEO/Founder of KnowCarbon, who specialize in helping businesses and individuals reduce their carbon impact. Prior to founding KnowCarbon Eamonn had executive roles at eBay and General Electric. Eamonn brings a passion for reducing carbon emissions combined with deep experience of using data and digital tools.

Nicola Gandy

Nicola Gandy is Co-Founder and Director of Azacus.io, an offensive cyber security ("ethical hacking") consultancy with a global client base. An engaging and accessible speaker on the role of pentesting within marketplace, her mission is to ditch the usual scare tactics and to empower rather than impede when it comes to facing our inevitable cyber threats.

Paul Gaudin

Paul trained as a Mechanical Engineer and after setting up the New York Bagel Company, he has been a serial entrepreneur and more recently a portfolio investor in over 20 businesses in Ai, Healthcare, Medtech, Orthodontics,



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insurtech and micro - mobility businesses which have a social impact at scale. In 2016 he helped to set up the NHS Clinical Entrepreneurs Programme with Professor Tony Young. Paul is a Board Advisor to various academic and research organisations and chairs a number of Company Boards.

Nick Gibbs

Nick joined Apollo in 2016 having worked for a number of years at other Lloyd's Syndicates. His primary focus is on developing insurance products and solutions for companies both within the sharing economy and those creating innovative ways to challenge the current transportation sector.

Sandra Grodensky

Sandra Grodensky is the VP of Mobile, Trust and Safety at ActiveFence, where she leads the company's services and solutions for the mobile ecosystem. Sandra brings with her expertise in mobile-related malware, ad fraud, impersonation, the illegal collection of Personal Identifiable Information, and emerging trends to mobile app platforms.

Lucy Hall

Luci is the CEO and Co-Founder of the fasion rental community LOANHOOD. She has 16 years of experience in management within the fashion industry and have always had an entrepreneurial spirit, previously owning a restaurant in Central London and most recently launching a barbershop. She is a huge advocate for the sharing economy and regularly rents out her house on Airbnb, uses Fat Llama, and rents her and her toddler's clothes.

Caroline Hardey

After completing studies in both law and business in 2014, Caroline began working as a commercial lawyer in Auckland, New Zealand. After deciding to shift across the world to London, Caroline joined the world of micro-mobility in 2021 as Lime's Senior Legal Counsel for UK and Ireland. Most recently Caroline has expanded her role at Lime acting as Senior legal counsel for Limes Global Operations and Global Government Relations.

Rebecca Heaps

Rebecca's passion project is Tentshare, an award-winning, community-led, tent matching service. The service offers tent-sharers the opportunity to make money by renting out their tent or save money by renting a tent from a local tent-sharer. Tentshare offers a more sustainable and cost-effective solution for campers. Rebecca has a wide range of skills and experiences garnered over a career that has taken in more than 10 years as a primary school teacher in the borough of Hackney, a Stage, Lighting and Sound manager for a number of theatre and entertainment projects. Rebecca is currently director of a successful family property development business, Hippo Holdings Ltd and founder of Tentshare.

Andy Hibbert

Andy is the Founder of Karshare, whose purpose is to create a world where we never have more cars than we need, through peer-to-peer community car sharing. Andy has previous experience as CEO for Reed & Mackay, Head of Ancillary for easyJet, Online / Commercial Director for STA Travel and a combination of Management, Commercial, Pricing, and Aircraft trading roles at British Airways.

Bradley Hornby

Bradley is the CEO and Co-Founder of Homebound, a marketplace for renting furniture.

Stephanie Horowitz

Stephanie is an experienced professional in Trust & Safety and has worked on investigations, safety strategy and building T&S teams across Lyft, Eventbrite, and currently at Wonolo. At Wonolo, Stephanie is responsible for ensuring the T&S team is focused on both edge-case detection as well as robust investigation via both internal & external tooling.

David Hunter

David Hunter is a Vice President at Crisp. He advises corporate and trust & safety leaders on risk intelligence solutions to defend against reputational damage, security threats and online harms. He is a leading expert in OSINT, social media and bad actor tradecraft. David is also a passionate advocate for keeping kids safe online, speaking globally at events on innovations in safety tech. He proudly represents Crisp as an active member of INHOPE and WeProtect Global Alliance.



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Gabriel Isserlis

Gabriel is the Founder & CEO of Tutti - the "opentable of creative spaces." With degrees in film making and software development, as well as a decade of work in music, theatre, and photography, Gabriel has a unique set of insights. These have inspired creative technical solutions to problems in the arts that he has experienced first hand. Beyond building Tutti, Gabriel loves helping other founders navigate the startup journey through introductions, mentoring, emotional support, or simply a friendly chat over a drink.

Herbert Jansse

Herbert worked for insurance brokers for 30 years. He joined Marsh in 1990 as Marine Broker and moved to London as Client Executive servicing multinational clients. Three years later was asked to transfer to Singapore where he spent 2.5 years as Business Development Manager in Asia. After having returned to The Netherlands he was appointed on the Executive Board with responsibility for Dutch Corporate Clients. In 2011 he joined Aon as consultant for Aon's global engagement with several Insurers working from Rotterdam and London. In June 2017 he changed role and became Head of Digital EMEA, coordinating and servicing several global and regional digital Clients, assisting Aon colleagues with digital Clients and implementation of insurance programs across Europe, Middle East and Africa. Based in The Netherlands, Herbert enjoys acting and sports in his free time.

Clint Johnson

Clint Johnson is the VP of Legal, Risk Management, and Trust & Safety at Bird Global, Inc. Bird invented e-scooter share and is one of the world's largest micro-EV providers operating in over 450 cities. Prior to joining Bird as in-house counsel in 2018, Clint was a partner at the firm of BCRS in Los Angeles where he defended insurance companies and automotive clients in personal injury/products liability matters.

Constantine Karampatsos

Constantine is a marketplace expert. He is the founder and CEO of Good Life Sorted, a high-growth, innovative start-up in the sharing economy connecting elderly people and their families with local, vetted helpers. Good Life Sorted received the Great British Entrepreneur Award for Disruptor of the Year 2021. Before founding Good Life Sorted, he worked for big marketplaces like Amazon and Rakuten, but also start-ups like TheFoodMarket.com.

Eve Kekeh

Eve Kekeh is the Founder of Bundlee, the UK's first baby clothing rental subscription. Eve started Bundlee to give parents a sustainable alternative to buying clothes that will be outgrown very quickly. With Bundlee, parents can rent their baby's wardrobe and swap clothes for the next size up whenever they like. The idea for Bundlee came about from Eve's own experiences growing up – she was shocked at how quickly her younger siblings outgrew their clothes, so decided to combat this form of fast-turnover fashion with a more sustainable renting service.

Hassan Khadra

Hassan is a Business Analyst, Engineer, and MBA, with a passion for Tech4Good and disruptive sharing-economy solutions. He spent 13 years working in IT and technical services, on both medium and large B2B & B2G projects. Hassan and his team are developing an AI-powered B2B staff-sharing marketplace, solving flexible staffing challenges through collaborative, talent retention and development projects.

David Knutsson

David is an inspiring founder of the family's best friend; Parently and a father to Albin. He's an engineer and circular economy pioneer who has started several companies and got extensive experience from moving linear business models to circular.

Kaarel Kotkas

Kaarel is the strategic thinker and visionary behind Veriff. Nordic Business Report named him one of the 25 most influential young entrepreneurs in Northern Europe. As Veriff is growing globally, Kaarel encourages the Veriff team to stand for honesty in the digital world.

Alex Kroeger

Alex is an Attorney at Larson King, a boutique firm with deep trial experience. After 10 years in communications and product marketing, Alex changed careers to become an attorney. She has planned a sprint, launched a product, and represented people in court. Alex enjoys working with



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marketplace companies because of their unique set of problems and growing pains. In her free time she runs a travel website with her husband and attempts to learn French.

Ralph Liu

Ralph has been a senior C-Suite board level investment banker, seasoned derivatives trader/banker on Wall Street and in many Asian financial centers. Currently, he is a venture investor and advisor in many Blockchain, Cryptos and NFTs related Fintech and Proptech companies through the California based accelerator and investment holding company Advanced e-Financial Technologies, Inc. (AeFT). He was formerly the Managing Director of JP Morgan Chase in Hong Kong in charge of structured derivatives banking, Vice President of UBS in charge of derivatives trading in Singapore after starting his career with Morgan Stanley in New York. His last corporate role was as the Executive Vice President and Chief Investment Officer of China Everbright Bank in Beijing. In between, Ralph also built and ran a few successful fintech ventures that include Singapore-based derivatives trading, risk management and banking system company in the 90's. ARMS (Advanced Risk Management Solutions) was a pioneer in online finance info via the Internet and a leading provider of fintech services over 26 countries covering from Asia, the Middle East to Eastern and Central Europe. Ralph currently brings strong visions, high-level contacts and financial oversight to the portfolio blockchain tech and NFTs related companies, WeCoOwn, WePropertyowners and MuleChain.

Joseph Maar

Joseph Maar is a Sharing Economy entrepreneur. In 2018 he founded the industry's first global exchange economic model, opening new business opportunities worldwide.

Michael Maicher

Michael Maicher is Global Partner & Director at Allianz Global Strategic Partnerships leading the New & Micro Mobility team. In this role he follows the vision to build a vibrant and productive ecosystem of partners - across Mobility, Travel, Home & Living and Care - for the Allianz Group and Allianz Partners with specific focus on Digital & Sharing Economy. Prior to this, Michael assumed global responsibilities as Head of Global Broker Management at Allianz Group and Allianz Global Corporate & Specialty SE (AGCS), the industrial insurance arm of Allianz. Here, he was leading the global relationships with the worldwide largest broker organizations and also served as Global Head of Customer Experience Management with specific focus on the Digital Economy. With more than 20 years of experience in the insurance industry, Michael held several leadership positions in various countries, such as heading the P&C operations as President & CEO of Allianz in Japan, Member of the Board of Management of Allianz in Russia and Regional Manager for Business Development in Central- & Eastern Europe, Middle-East and Africa. Based in Munich, Michael enjoys the outdoors and a variety of sports, such as skiing, biking and hiking.

Stephanie Maiden

Stephanie is a Senior Claims Consultant for Digital Economy with Aon She has a wealth of claims and leadership experience that lead her through several major insurers and one leading technology company that specializes in ride-hailing and delivery.

Federico Maroli

Federico worked in the venture world on both the startup operator and investing side working within the b2b SaaS, marketplace and fintech industries. He underwrote the investment of more than $400 million in the private markets through structured transactions and managed ASIF Ventures, a pre-seed VC fund focused on young entrepreneurs. Federico is a Venture Partner at Profounders, an early stage VC fund, actively sourcing deals and working on due diligence in the in the Benelux and Italian markets. He has a MSc in Finance & Investments and MSc in International Economics from the Rotterdam School of Management.

Rebecca Marsden

Rebecca is Head of Innovation at Apollo (Lloyd's Syndicates 1969 and 1971) and an underwriter within Apollo ibott 1971 (Insuring the Businesses of Tomorrow Today), a dedicated Syndicate at Lloyd's of London specialised in data driven underwriting with a focus on the sharing economy and new mobility. Rebecca lead the successful creation and underwriting of the landmark first bespoke autonomous vehicle insurance policy wording in the UK and Europe, with



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Apollo insuring the first fully autonomous on-road vehicle journey in 2022. Rebecca, through Apollo, works with Autonomous Vehicle technology clients spanning the globe to craft fit-for-purpose, tailored insurance solutions designed to specifically address the unique risks associated with Autonomous Vehicle technology. Holding an LLB in Law from University College London and the Legal Practice Course (LPC), Rebecca Marsden began her career in Fixed Income, Currency and Commodities trading with Goldman Sachs in 2005, before moving into a Leveraged Finance and Capital Markets. Rebecca joined the insurance market in 2011, where she spent four years in the financial solutions division of a global broker, advising investment banking clients seeking to utilise credit insurance as a risk mitigant, before moving into underwriting. She joined Apollo in 2020.

Emma McConalogue

Emma is the founder of a skill exchange app - Kesero. The idea for Kesero came from frustration at the lack of options available to create a happy work-life and its impact on talented people. The idea that skills were sitting idol while people struggled financially was just plain crazy. After some research, Emma started working with a friend on planning a fully digital, cashless, peer-peer skill-sharing platform.

Luke Michaelides

Luke has been working on measuring the sharing economy for a number of years with the Office for National Statistics, who's main responsibilities are collecting, analysing and disseminating statistics about the UK's economy, society and population.

Masaaki Mochimaru, Ph.D.

Masaaki Mochimaru studied Mechanical Engineering and Ergonomics at Keio University in Japan, where he received his Master in Mechanical Engineering and PhD in Engineering. In 1993, he joined The National Institute of Advanced Industrial Science and Technology (AIST) as a researcher. In 2001, he was assigned as the deputy director of Digital Human Laboratory of AIST. In 2010, he launched and directed Digital Human Research Center of AIST. Through 2015-2018, he directed Human Informatics Research Institute of AIST. After November 2018, he directs a new research center, Human Augmentation Research Center of AIST. His research interests are related to measurement and modeling of human functions and their applications. In recent years, his research interests are expanded to service engineering and servitization. Through 1997 to 2016, he was the chair of ISO TC159 (ergonomics)/SC3 (anthropometry and biomechanics). He was appointed as the chair of ISO TC 324 (sharing economy) in 2019, and also appointed as the chair of ISO PC 329 (consumer incident investigation guideline).

Chris Moore

Chris has been with Apollo since 2013 and was instrumental in the setup of ibott. With over a decade of experience with casualty and innovation, which he has a passion for, Chris believes in insurance products being an enabler for new progressive business models such as the sharing economy. He is FCII and CRIS qualified, as well as sitting on the Lloyd's innovation panel and the Lloyd's Market Association Committee for both US and International Casualty.

Campbell Murray

Campbell's career has spanned a range of global commercial & technical roles primarily in the tech industry. He has led large complex deals including M&A transactions whilst holding senior level roles in Vodafone, Intuit & Bazaarvoice amongst others. In corporate life, Campbell has been a catalyst for innovation and is passionate about the lean startup mindset regardless of the organisation's size. He worked on many innovative new concept launches including mobile payments, the kindle, LBS & Blockchain. Since 2015, Campbell has pursued several opportunities as a founder or co-founder in a range of tech sector business models. He has also invested in & advised a number of disruptive startups and was a 'dragon' on the UK Wayra VC launch. Campbell led the 4 VC Series A round in Takestock.com in 2015 and pioneered the circular business model change required for the food industry. He followed this up with the launch of SouqBox.io – the world's first dedicated platform as a service for B2B companies seeking to launch an online ecommerce or marketplace presence. Campbell has won multiple awards and accolades throughout his career. He has also led and mentored great talent that has gone on to flourish in a broad range of commercial and non commercial environments.

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Campbell has an undergraduate BSc from the University of Glasgow, an MSC (Strathclyde), MBA (Henley) & Post grads in Blockchain strategy & Artificial intelligence from Oxford University (Saïd BS). He has also recently completed a program at Cheung Kong Graduate School of Business in Beijing. Passionate about solving the big problems in the modern world with technology and human change. Campbell is married with 3 boys and lives in Hampshire UK.

Lukas Neckermann

Lukas is COO of Splyt and a strategist, advisor, researcher, and keynote speaker on Smart Cities and Smart Mobility. Author of multiple books and has conducted hundreds of keynote speeches.

Nick O'Sullivan

Nick is a customer centric operationalist with most recent experience seeing him launch and scale up mobility start-ups in the UK. His current role as the Head of Operator Success at Joyride has him working alongside entrepreneurs all around the world providing a software solution enabling them to launch and expand their shared micromobility fleets. He sees first hand the obstacles and pain points micromobility operators face and is working to provide solutions and consultation (outside of software) to assist them in achieving the all too elusive goal of profitability at scale.

Aleksandar Orlić

Aleksandar is a serial tech entrepreneur with 25+ years of experience and has built 5 marketplaces since 2000. As a co-founding CTO, built and scaled his first startup (www.getpenta.com, fintech, acquired by Qonto). Currently a co-founder and CEO at www.randevu.tech, a digital platform enabling tech startup from Berlin. Aleksandar has spoken at numerous conferences and meet-ups.

Sue Ost

The Office of National Statistics collects, analyses and disseminates statistics about the UK's economy, society and population. Sue is responsible for developing methods to measure the UK sharing economy. She brings her experience of over 20 years of survey research and analysis to this role having worked in market and social research in the public and private sector.

Marta Ostroumoff

Marta is CFO at Oxbotica, the global leader in autonomous vehicle software for businesses. In 2022 Oxbotica completed Europe's first zero-occupancy autonomous vehicle journey on-road. Marta Ostroumoff is a leader in fast-growth financial planning and cash flow management with 20 years of experience working for a variety of start-up and scale-up businesses. She acts as an enabler for growth which accelerates the business and allows it to reach its full potential sooner. This is through building agile and resilient business support teams, effective execution of capital raise processes and a highly collaborative way of working with many teams across the organisation.

Daniel Patterson

Daniel Patterson, Trulioo vice president of customer success, leads teams to deliver the highest-caliber customer experiences. Daniel has worked for more than a decade in the global regulatory compliance sector and leverages that experience to help customers achieve greater outcomes through technology adoption, improved processes and predictive analytics.

Kapila Perera

Kapila leads the Confederation of British Industry's (CBI's) work on the sharing economy and entrepreneurship. He supports these innovative companies so that they can grow, scale, and create growth. Before working at the CBI, Kapila worked in range of charities and government organisations.

Filip Perišić

Filip is an entrepreneur and software engineer (ex-SAP) with 10+ years of experience, during which he built 2 digital platforms and organized numerous conferences and meet-ups. Currently a co-founder and CTO at www.randevu.tech, a Berlin-based tech startup enabling digital platforms.

Zach Pilalis

Zach Pilalis is a North American casualty placement broker based in the Marsh London office working closely with the Marsh Sharing Economy & Mobility Group. His role and responsibilities are to work with clients and Marsh colleagues to strategise and deliver best overall risk management and insurance solutions for our clients in the global marketplace. As part of that strategy, Zach accesses



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the London and Dublin markets in the placement of and subsequent servicing of casualty insurance policies.

Davide Proserpio

Davide Proserpio is an Assistant Professor of Marketing at University of Southern California Marshall School of Business. In his research, Professor Proserpio seeks to measure and quantify the impact of digital data and platforms on industries and markets, and most of his work focuses on the empirical analysis of a variety of companies including Airbnb, Tripadvisor, and Expedia.

Domonique Rai-Varming

Domonique is the Director of Litigation and Disputes at Trustpilot. She is passionate about the sharing economy, in particular in understanding and challenging the ethical and legal issues we face and how we can build for trust in our operations and processes. Prior to Trustpilot, Domonique practiced as a commercial litigator, acting for an array of clients including oligarchs, banks and large retailers. Domonique has recently relocated back to the UK after 3 years in Copenhagen.

Leona Richards

Leona is responsible for researching and measuring the sharing economy with the Office for National Statistics, who's primary responsibilities are collecting, analysing and disseminating statistics about the UK's economy, society and population. Leona brings over 14 years' experience in customer journey analysis and operational delivery to the role, in addition to psychological theory and knowledge of sample selection and questionnaire design.

Bas Rieter

With previous stints at Leapfunder and student-led VC fund ASIF Ventures, Bas is no stranger to the world of startups and VC. As an early-stage investor at DFF, Bas focusses on marketplace- and network effect businesses in the BeneLux and UK. Ask him everything you want to know about early stage funding, marketplaces, or the french cuisines.

PJ Rohall

PJ has over a decade of experience in fraud prevention and a strong understanding of mitigating fraud across the full spectrum of use cases. Currently, PJ is the Head of Fraud Strategy & Education at SEON. He speaks, engages and educates folks on fraud trends and strategies, while continuously learning from the industry and empowering fraud fighters across the globe. PJ also co-founded About-Fraud, a Global Community for Fraud Fighters. About-Fraud was built for Fraud Fighters, by Fraud Fighters and offers a one-stop shop for educational resources to folks who work in fraud prevention.

Angelica Ronga

Angelica has been with DoorDash since 2021 and has been instrumental in the integration of risk management during her tenure. Her experience as both an all-lines broker and cyber/technology underwriter guides her vision for what risk management looks like for an evolving platform technology company. She is also the Finance Lead and Boardmember for the Women's ERG at DoorDash.

Lars Ronning

Lars is the Founder & CEO of Ailuna, a sustainability engagement and training app and platform for organisations and individuals, which drives impact and helps build greener habits, one habit at a time. Ailuna was founded in 2019 and has users in more than 50 countries, with the UK being #1. The Ailuna team spans 9 countries. Prior to Ailuna Lars has for more than 25 years been establishing and running US technology startups and mid-stage companies' operations in the UK & Europe. Outside of work and sustainability, Lars is an avid fisherman, triathlete and ultra-runner.

Matthew Rout

Matt joined the ibott team in 2019, having worked a number of years at another Lloyd's Syndicate. He has a first class mathematics degree and is a fellow of the Institute of Actuaries. The ibott actuarial and data team apply statistical analysis to provide unparalleled risk insights for our clients. The ibott team believe in insurance products acting as an enabler for new progressive business models such as the sharing economy.

Jérôme Selles

Jérôme is co-founder and CTO of Tint.ai. Before this, he was the head of Data Science at Turo. He worked on the data infrastructure for the entire company and launched the first machine learning models including search rank, dynamic pricing and insurance claims prediction. He holds an MSc. in Applied Math from ENSTA ParisTech and MSc. in



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Telecommunications from Universitat Politècnica de Catalunya.

Sophie Smallwood

Sophie is ex ebay and Workplace by Meta where she worked in enterprise SaaS and WorkTech. Sophie co-founded Roleshare to enable a more diverse, sustainable, and equitable workforce. Her perspective on ways of working shifted after children. Inflexibility, lack of balance, drives people to burnout or churn, yet companies need to operate continuously. These conflicting forces and traditional working models fail people and companies. Roleshare helps retain diverse and valuable employees by matching them to share roles together or with Roleshare's own talent community.

Trevor Smith

Trevor Smith leads Casualty for Marsh's Sharing Economy & Mobility Group. His team is responsible for working with the firm's most innovative clients to invent new forms of insurance, or remix existing ones, to protect the businesses of the future. Prior to joining Marsh, Trevor worked at Zurich focused on underwriting property and casualty business and developing young professional's passion for the industry. He holds a Bachelor's of Science from Arizona State University and is a Board Member of IICF's Western Division Associate Board.

Jemma Stacey

Jemma is the Founder & CEO of FINDS, a VC-backed sustainable fashion tech marketplace start-up based in London. She has spent over 10 years in the online fashion space, from large businesses such as ASOS, scale ups such as decacorn marketplace Mercari and many startups in between. Her passions lie in the future of commerce and future of work. Jemma is a member of the Female Founders Forum and on the board of Trustees for London creative youth-empowerment charity League Leaders.

Deborah Suttle

Vice President, UKI Commercial Solutions, Deb leads the business development and account relationship teams for all Commercial & Government Payments including micro/small businesses, mid-market, Large Market covering T&E & B2B across multi-rail platforms. Deb has been with Mastercard since 2003, she has a keen understanding of MasterCard's business areas, particularly in market expansion, marketing, digital and product development across a diverse portfolio of customers ranging from multi-nationals, niche players, Tier 1 Issuers, Challenger Banks and Fintech. Prior to Mastercard, Deb served as Chief of Staff to Founder & CTO, RiverSoft Plc with responsibility for the CEO office of a publicly listed software company with a global presence and multi-million dollar turnover. Deb started her career as Business Manager of Centre for Management Development at London Business School responsible for implementing client relations strategy to build long term relationships with 35 international clients and management of a faculty team of approximately 35 professors and 5 programme managers. Deb is an Alumnus of Ashridge Business School, Co-Chair of MasterCard European Women's Leadership Network UKI Chapter and European Lead for Global Banking Alliance for Women.

Charlie Symonds

Charlie is founder and CEO of boutique consultancy Alirity. He has worked across a multitude of industries to understand how they need to evolve to meet the changing environment. As technology has advanced, he has worked with organisations to exploit those technologies to the advantage of their customers, people & stakeholders – ensuring organisations embrace the digital era by working on successful adoption strategies, road maps and developing sustainable operating models to support their business model.

Dasha Timbuș

Founder, CastingForm, the world's leading software enabled marketplace to book actors globally. Dasha is a Stanford GSB alumna. She also holds a MS in Global Strategic Communications from the Florida International University, a MA from the Miami Ad School, receiving her Master's Degree in Space and Cyberpsychology.

John Tomaszewski

As the co-leader of Seyfarth Shaw's Global Privacy & Security team, John has significant experience counseling companies regarding data protection and information security throughout the Americas, Europe, and Asia. His clients have included myriad technology companies, as well



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as financial services, pharmaceutical, and e-commerce businesses of all sizes. As a result of 13 years of in-house experience, John has developed a unique point of view that allows him to provide holistic solutions for his clients. John has been a co-author of several information security and privacy publications, including the PKI Assessment Guidelines and Privacy, Security and Information Management: An Overview, as well as publishing a number of scholarly works of his own on the topic. He is a frequent speaker globally on the topics of cloud computing, self-regulatory organizations, cybersecurity, and cross-border privacy frameworks.

Elle Tucker

Elle (Eleanor) is the Chair of the Marketplace Risk Advisory Board, a former newspaper and magazine features writer and advertising creative. She co-founded the first communications agency to focus on the sharing economy, then a trailblazing marketing agency specialising in two-sided marketplaces. Passionate about the potential of online platforms to democratise, empower communities and help us live more sustainably, Elle now speaks, writes and advises on gig and sharing economy models – working internationally in this space helping start-ups and scale-ups to launch, grow and thrive. Originally from Oxford, England, Elle was educated at Edinburgh University in Scotland, where she now lives with her husband and two children.

Lieke van Kerkhoven

Lieke is co-founder and director of FLOOW2, the leading B2B marketplace solutions provider. Since FLOOW2 was founded in 2012, she has been pioneering the circular economy and platform economy and knows many of the "dos and don'ts" from personal experience.

Adam Varro

Adam has spent his career building global operations teams and technical solutions that deliver effortless service and reduced risk at scale for high-growth B2B & B2C platforms. A steadfast champion for Customer experience, Adam has held leadership roles at Google, UpWork, Indiegogo, and currently Leads the Support & Enablement organization at Wonolo. In addition to leading a growing organization of 100+ service professionals, Adam works cross-functionally to prioritize product features and tools that maximize user trust, intercept bad actors and accelerate user activation.

Rick Verma

Rick is the Head of Digital at Tipalti, responsible for building and growing its UK team & digital platforms business. He has a background in management consulting, tax & financial technology and has partnered with businesses of all sizes to fix business critical issues. Prior to joining Tipalti, Rick has run GTM teams internationally and most recently built & ran Avalara's Marketplace business across EMEA.

Matthias Walter

Matthias Walter is entrepreneur of multiple marketplaces and Creator of the PIK. Since over 10 years he helps founders and corporates to build and scale marketplaces and platforms. As Co-founder of fastbreak.one he runs the leading venture builder specialized on platforms and sustainability. Previous stations incl. management positions at T-Systems, DaimlerChrysler, SAP and Globalfoundries.

Kentaro Watanabe, Ph.D.

Kentaro Watanabe, Ph.D. is Chief Senior Researcher at Human Augmentation Research Center, National Institute of Advanced Industrial Science and Technology (AIST) in Japan. His research domains are service engineering, design, and innovation. He is specifically interested in technology integration and digitalization in service systems. He is actively engaged in standardization activities and serves as Convenor of ISO TC 324 (sharing economy)/WG 2 and as an expert of service design in TC 159 (ergonomics).

Tom West

Tom West is Founder & CEO of RentMy. Tom, an experienced hospitality operator also has a background in innovation and startups. He created and developed a same-day home delivery network for convenience stores, over a decade ago; successfully selling to a national chain years before Beelivery, Getir or Deliveroo. Tom was also a lobbyist for the Association of Convenience Stores, working with MPs, independent retailers and big business to develop solutions for the independent retail sector. One of his businesses, Jolly Good Pubs, runs the award-winning Red Lion pub in Manningtree, Essex, as well as three other

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sites on the Essex and Suffolk borders, focused on bringing pubs back to the heart of the community.

Stephen Whiteman

Steve is the Head of Consulting at Daintta, a team of specialists who provide deep expertise across cyber, data and telecommunications to help secure and protect the UK. Steve's career spans 20 years working in cyber - from analysing the 1s and 0s through to leading complex technical programmes in support of UK strategic priorities. Steve is a Chartered Engineer and a Fellow of the Institution of Engineering.

Yaron Zurr

Yaron Zurr is a co-founder and CCO at CONNECTED Insurance. Yaron has 20 years of influential and disruptive leadership in different industries (High Tech and Financial Service). Yaron ran the UBS Wealth Management and Investment Banking operations in Israel as Group Chief Operating Officer. In his role, Yaron also planned the UBS Innovation Hub in Israel, leveraging on the growing Israeli Fintech and digital eco-systems. Before joining UBS, Yaron spent over 15 years in the technology space, living in the US and Israel. He led hi-tech growth ventures, strategic initiatives and go-to-market execution for startup companies, sharing success with 3 startup acquisitions.



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