

FERD'S LIST

of Inspiring Entrepreneurs and Leaders



Honourees 2018
Brussels, October 10th
NORWAY HOUSE

FERD'S LIST

16:00 - REGISTRATION



16:30 - WELCOME



Ingrid Schulerud,
*Ambassador of Norway
to The Kingdom of Belgium*



Caroline Jenner,
CEO, JA Europe

16.40 - WHAT HAPPENED ?

Looking into the impact of the Ferd's List nominations



Claudia Suhov,
*Founder & Creative Director at
Kidster*



Chris Slater,
*Co-Founder & CEO at
Simply Business*



Boris Kolev,
Managing Partner at DigiMark



Cecilia Nykvist
CEO, JA Sweden

17:00 – CELEBRATION: FERD'S LIST 2018!

Presentation and discussion with the 2018 FERD's LIST honourees



Johan H. Andresen,
Owner and Chairman of FERD

17:45 – REFLECTION PANEL

Europe needs more young entrepreneurs, innovators and leaders who can contribute to job creation and growth



Helena Jansson,
*Senior VP of Finance
- International at
FedEx*



Frits Scholte,
*VP Sales & Marketing
at ManpowerGroup
Europe*



James Stevens,
*Partner at Rud
Pedersen Public
Affairs*

18:10 – CLOSING REMARKS

For 100 years, JA has delivered hands on, experiential learning in work readiness, financial literacy, and entrepreneurship.



Prof. Dr. Michel De Wolf
*Vice-chairman JA Europe, honorary dean
Louvain School of Management.*



Dalia Lašaite

CEO and co-founder of
CGTrader

www.cgtrader.com

Lithuanian

Dalia Lašaite is a co-founder and CEO of 3D model marketplace CGTrader. CGTrader is one of the leading stock 3D model marketplaces globally with over 1.4M users and over 670K models for film, animation, architectural visualisation, AR/VR/game development and other industries. Individuals and business customers can choose from a wide collection of high-quality free and premium 3D models, and use them in commercial projects decreasing project development time and reducing content creation costs 5-10x. CGTrader gives talented 3D designers the opportunity to showcase their work, get valuable feedback from the community, learn from their peers and interact in a designer-friendly environment. The platform allows designers to directly communicate with their customers and earn the highest royalties (up to 80%) in the market. CGTrader currently has more than 100 of Fortune 500 companies as clients.

In May 2016, the Hundert, a Berlin-based startup publication, named Dalia Lašaite as one of Top 100 European female entrepreneurs. Dalia holds a BSc degree in Economics and Business Administration from Stockholm School of Economics in Riga, and a MSc degree in Finance from University of Lausanne. Prior to joining CGTrader, Dalia worked in finance and co-founded two other technology startups.



Daniel Bartel

Senior Executive Partner at
MAK3it

www.mak3it.de

German

As an accelerator of good ideas, creative dissident and entrepreneur, Daniel Bartel supports start-up teams in the agile development of business models. He is the only coach for radical innovations worldwide who learned the disciplines of Design Thinking, Business Modeling and Lean Startup and successfully combined them early on. Its network called MAK3it has already enabled over 300 teams of established companies worldwide, including employees of BOSCH, TÜV and Daimler, with the innovation kickbox and an extra portion of start-up spirit.

Daniel Bartel strives for an inclusive and desirable world of tomorrow. He is the editor of several books on the topics of Intra- & Entrepreneurship - even before he completed the Master's programme of the same name, two of these publications developed into national standard works. Since the sale of his last P2P Carsharing Start-up to Drivy, the customer and the learning speed have consistently come first in all his projects. He is also a provocative guest speaker on megatrends such as the sharing economy.

Daniel is involved as a changemaker in a variety of European projects in the field of social entrepreneurship and deals with the essential questions around the topics of digital society, respectable founders and future business models. Daniel Bartel is one of the youngest graduates of the altMBA, Seth Godin's worldwide leadership programme.



Brynhild Vinskei

Chief Markets Officer at
24i

www.24i.com

Norwegian

Brynhild became Chief Marketing Officer at Xstream (a leading enabler of Over-the-Top TV and Video services) in 2010. Seven years later, Brynhild took on the position as Chief Markets Officer at 24i, an industry-leading global TV app developer. She is heading up all sales and marketing efforts, responsible for determining how 24i Media goes to the market, orchestrating the customer experience and building the brand while fueling business growth globally.

Brynhild is also the organizer and host of the Nordic TV Summit. The Summit has become one of the most desirable places for the industry to meet and network, recognized as one of the most important events in the OTT calendar.

Brynhild initiated and played a central role in establishing JA Alumni Europe back in 2004 and continued to lead the organisation as European President until 2007. In addition, she was the CEO of JA Alumni Norway from 2003 to 2008. She also worked at JA Norway in addition to studying. She initiated several initiatives that spread to many countries like "Leader-for-a-day" and "Girls in leadership".

Brynhild was recognized as CMO of the Year 2016 at the 24th Le Fonti IAIR Awards in London, U.K. and named Top 100 talent by Business.dk in 2017



Bernhard Hofer

CEO and founder of
talentify.me

www.talentify.me

Austrian

Bernhard Hofer, 33, studied Business Informatics at Management Center Innsbruck and Management Information Systems at the University of Nebraska at Omaha. He gained professional experience in the fields of online marketing, agile IT project management, building online communities and leadership working for big advertising and tech companies in Vienna.

After several years in corporate life, Bernhard and his wife Doris founded the social business talent 2 talent GmbH in October 2014, based on the idea of a Junior Company he founded 10 years earlier at his high school in Innsbruck, Tyrol. The main focus of their activities is talentify.me, an educational social network for pupils including Apps that support peer-based tutoring, nurturing individual talents of young people by offering extracurricular workshops and events with several different partner organizations.

Based on those activities young people discover their talents, document achievements and discover exciting educational and professional paths based on intelligent matchmaking algorithms. In addition, the business network talentify.works offers consulting and recruiting services for companies to communicate, find and hire the right young talents helping to build bridges between the school system and the world around it. With his passion for education and social entrepreneurship Bernhard was elected as an Austrian Ashoka Fellow in 2015.



Alicia Navarro

Co-Founder and President
of Skimlinks

www.skimlinks.com

Australian/Spanish living in the UK

Alicia is an energetic and creative tech entrepreneur, with a passion for product and business development. She founded Skimlinks in 2007, and was its CEO from inception for over 10 years, growing it to be the leading content-to-commerce monetisation platform for online publishers globally. Skimlinks is a \$50m a year business with global operations, driving \$1bn in ecommerce through its platform annually from the 4.5m websites of its customers such as Conde Nast, Buzzed, Huffington Post, and many more.

After over 10 years' being CEO, Alicia has moved into the role of President and Board member, where she continues to contribute to Skimlinks' market presence and vision. Prior to starting Skimlinks, Alicia worked in Australia and London for large media/telco companies such as Vodafone, Optus, IBM and Fairfax Media, as well as a number of start-ups (including a few she started). Her passion and talent has always been working with teams to turn concepts into successful products.

Alicia is also an active member of the tech community, mentoring and supporting new entrepreneurs on their journey. She has won a number of awards including the WIT Female Entrepreneur of the Year and the FDM everywoman Entrepreneur of the Year. She is also on the Board of Trustees for Young Enterprise, the social enterprise she herself participated in as a teenager, that helps young people develop confidence and business skills.



Sébastien Deletaille

CEO and co-founder of
Riaktr

www.riaktr.com

Belgian

Sébastien is the co-founder and Chief Executive Officer of Riaktr (formerly Real Impact Analytics). Building on his entrepreneurial nature, Sébastien launched Riaktr with Loïc Jacobs van Merlen to capitalize on the growing trend of “Big Data” and the emerging need for Analytics. With Riaktr, Sébastien has developed Analytics software for Telecom operators for the last 8 years. He has worked for over 70 Telecom operators, including 6 of the 10 largest global telcos.

In addition, Sébastien has also been instrumental in the development of Data for Good, which is a program that helps governments and international agencies alleviate poverty, food crises and provide disaster relief where it's needed most. Thanks to these efforts, Sébastien was selected to be part of the Belgian MIT Innovators under 35 community in 2016.

Prior to Riaktr, Sébastien worked for McKinsey & Company, both as a fast-track Junior Associate and member of McKinsey Solutions' client development initiatives. He also graduated Summa cum Laude from the Solvay Business School of the University of Brussels (MSc Business Engineering) where he launched the first entrepreneurship club. During his free time, Sébastien enjoys classical music, running and scuba diving. He participates as board member on BeCentral and supports entrepreneurship education organizations.

SOCIAL MEDIA

HASHTAGS

Please use **#FERDsLIST** for tweets and posts

Additonal hashtag **#SwitchOnEurope**

JA EUROPE ON SOCIAL MEDIA

 @JA_Europe

 @jaeurope

 @JA Europe

FERD - JOHAN H. ANDRESEN

 @FerdOwner

HONOUREES 2018

Dalia Lašaite	@dalialesaite	@CG_Trader
Daniel Bartel	@danbar87	@make_it_lean
Brynhild Vinskei	@Brynhild09	@24i_Media
Bernhard Hofer	@Bhofer	@talentify_me
Alicia Navarro	@AliciaNavarro	@Skimlinks
Sébastien Deletaille	@sebdeletaille	@RIAnalytics

OTHER ACCOUNTS TO ENGAGE

Norway's Ambassador to Belgium	@IngridSchulerud
Mission of Norway to the EU	@NorwayEU
Caroline Jenner, JA Europe	@CJenner_JA
Cecilia Nykvist, UF Sverige	@CeciliaNykvist
James Stevens, Rud Pedersen	@jamesstevens
Helena Jansson	@FedExEurope
Frits Scholte	@ManpowerGroup

ABOUT FERD

Ferd is a family-owned Norwegian industrial and financial group that is an active and long-term owner of strong companies with international potential and carries out financial activities through investments in a broad range of asset classes. In addition to the group's purely commercial activities, Ferd has an extensive involvement in social entrepreneurship and micro financing.

www.ferd.no



ABOUT JA EUROPE

JA Europe is Europe's largest provider of education programmes for entrepreneurship, work readiness and financial literacy, reaching 3.6 million students in 40 countries in 2017. JA Europe brings the public and private sectors together to provide young people in primary and secondary schools and early university with high-quality education programmes to teach them about enterprise, entrepreneurship, business and economics in a practical way.

www.jaeurope.org



ABOUT "SWITCH ON EUROPE"

'Switch on Europe!' is a campaign targeting policy-makers at European and national level to raise awareness about the lack of entrepreneurship education in our European education systems and the missed opportunity for European citizen. At a time when a key priority of the European Union and the Member States is to deliver on the Jobs, Growth and Innovation agenda, Entrepreneurship Education is part of the solution.

www.switchoneurope.org





An event co-hosted by:



Mission of Norway
to the European Union

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