

European Tech Women Awards

2, 4, 8 September 2020

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Foreword



Richard Burn
Her Majesty's
Trade
Commissioner
for Europe
Department for
International
Trade (DIT)

The European Tech Women Awards is hugely important to DIT as a demonstration both of our support for female business leaders, and of technology as a critical engine of growth for the UK economy.

These awards showcase remarkable success stories from women entrepreneurs across the breadth of Europe, and provide a launchpad for DIT's own pan-European technology campaign, designed to showcase the UK's tech expertise and collaboration with European partners across multiple sub-sectors.

The event will promote the UK's commitment to diversity, openness and willingness to champion female leaders. It will celebrate the winners' accomplishments in delivering revolutionary projects in the UK and Europe, supporting women's rights and enhancing young talent to become the next generation of Tech Women. Gender diversity in the technology industries is not just the right thing to champion, it is also good for business. A recent McKinsey report found that companies in the top quartile for gender diversity are 15 percent more likely to have higher financial returns than national industry medians.

DIT in Europe has a footprint in 34 countries, so it is wonderful to see winners coming from all over: Germany, Slovakia, Switzerland, Spain, Hungary, Denmark, Italy, Austria, the Czech Republic, Ireland, Israel, and the UK, in fields of expertise spanning Mathematics and Computer Science, IT, Artificial Intelligence, tech apps, Internet of Things, Engineering, Sustainability, through to Energy, Telecommunications, Legal Tech, Science and Research, Mobility, 3D technologies and specialised talent placement.

We invite all the participants of London Tech Week to look to the UK as the best place both to grow their businesses and procure tech solutions. The 2020 EY Attractiveness survey found that the UK surged ahead in digital tech in 2019, attracting 432 projects (36% increase), representing a 30% share of all European FDI projects, more than France and Germany combined. 26 of the 69 European Unicorns, tech start-ups worth over \$1bn, are in the UK.

Congratulations to the 24 inspiring tech women from the 12 countries for their outstanding achievements!

About the Awards

Celebrating the brightest and best women in tech from across Europe.

In September 2020, the Department for International Trade (DIT) Europe Network organised the 1st edition of the European Tech Women Awards, springboarding the launch of the DIT Europe Technology Campaign.

The Awards ceremony recognised the excellence of 24 women 12 countries in from the European Region through their outstanding and exceptional achievements in technology.

We celebrated female thought leaders and how they have achieved success by creating unique and innovative solutions across many sectors in the technology field and contributed significantly to delivering revolutionary projects in the UK and Europe. We have learnt and have been inspired by how they have made a difference in their company to support women's rights and opportunities and enhanced young talents to become the next generation of Tech Women.

The Awards ceremony will be followed by 6 inspirational panel discussions with the winners.

About the Department for International Trade (DIT)



Department for
International Trade

The UK's Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

DIT offers expertise and contacts through a network of international specialists throughout the UK, British Embassies and other diplomatic posts around the world.

The range of expert services is tailored to the needs of individual businesses to maximise their international success. Companies are given advice and practical support, and staff can assist at all stages of the business planning cycle, from inception to completion.

For more information, please visit:
www.great.gov.uk/international

Awards Panel Sessions

The Department for International Trade (DIT) Europe Network is delighted to be organising six inspirational panel discussions with the European Tech Women Awards winners.

Moderator: Vinous Ali, Associate Director of Policy, techUK

Awards Panel Session 1

Friday, 4 September 2020
11:00 am - 11:45 am

Panel 1: Championing Diversity in Tech through role models and women empowerment: are we doing enough?

- Anne-Marie Imafidon, Head Stemettes and Co-Founder, STEMettes
- Amanda Heslop, Chief Design Engineer, Rolls Royce
- Camilla Ley Valentin, CCO & Co-Founder, Queue-it
- Petra Kotuliakova, Founder & CEO, Aj ty v IT

Panel 2: When will the world be ready for new female leaders?

- Sheila Flavell, Chief Operating Officer, FDM Group and Board member, techUK
- Elisabetta Romano, CEO, Telecom Italia Sparkle
- Natasha Friis Saxberg, CEO, IT-Branchen - The Danish ICT Industry Association
- Laura Lozano Lominchar, Co-Founder and CEO, Chargy

Panel 3: A cure to overcoming the impostor syndrome

- Lisa-Marie Fassel, Co-Founder and CEO, Female Founders
- Andrea Pánczél, President and Managing Director, Women in Energy in Hungary Association (WONY) and White Paper Consulting
- Narkis Alon, Co-Founder, Missbeez (in representation of Maya Gura)
- Sabrina Malpede, Co-Founder and CEO, ACT Blade

Awards Panel Session 2

Tuesday, 8 September 2020
2:00 pm - 2:45 pm

Panel 1: Women and Sustainability: a win-win strategy

- Iseult Ward, CEO, Foodcloud
- Tamy Ribeiro, Chief Evangelist and Head of Partnerships, Wunder Mobility
- Inna Braverman, Co-Founder and CEO, Eco Wave Power
- Anne Mellano, Co-Founder, Bestmile

Panel 2: The Tech Journey: Hard vs Soft skills for the jobs of the future

- Sara Boutall, Co-Founder, Innovation Disrupt House
- Hillary Harel, Co-Founder and CEO, Serenus.AI
- Graziella Pellegrini, R&D Director, Holostem Terapie Avanzate
- Eva Ratti, Co-Founder, Find your Doctor

Panel 3: How can Tech Communities be the inspiration for the future of the next generation?

- Sophie Martinetz, Founder, Northcote.Recht/Future-Law
- Maria Vircikova, Co-Founder and CEO, Matsuko
- Laura Fauqueur, Director, Master in Legal-Tech, CEU IAM Business School
- Orit Hashay, Founder and CEO, Brayola

Awards host



LJ Rich
TV Presenter
BBC News

World-renowned presenter LJ Rich is part of Click, the BBC's flagship technology show. Her #ljtunes music shows have over 820,000 likes on Twitter's livestreams, and she has performed on computers and keyboards at some of the most prestigious venues on the planet. Since reading music at Oxford, she predicted tech trends for over a decade for the BBC, with particular interest in Audio, AI and Art. LJ used her recent breast cancer treatment to make a video diary of her own chemo sessions to demystify it for others, which hit the top spot on the BBC website. She has put her streaming skills to good use in the current virtual climate - from moderating for the United Nations in Geneva, to presenting and performing music from her home studio using the latest low-latency technology.

Opening keynote speaker



Oriel Petry
Director for Technology and Advanced Manufacturing
Department for International Trade (DIT)

Oriel is Director for Technology and Advanced Manufacturing at the Department for International Trade. Until September 2019, she was Her Majesty's Deputy Trade Commissioner for Europe and a diplomat at the British Embassy Paris. She has had a varied career across Whitehall as a British Civil Servant. She has led financial services and innovation teams in UK Trade and Investment and worked closely with international business leaders to contribute to strong UK Foreign Direct Investment.

Panel moderator



Vinous Ali
Associate Director of Policy
techUK

Vinous oversees techUK's work developing and delivering on policies to make the UK the best place to start and scale tech businesses as well as examining longer term issues such as the future of work.

She is currently undertaking a fellowship at Cambridge University's Centre for Science looking at the impact of the future of work on the economy and society.

Prior to joining techUK, Vinous was an Adviser on Home Affairs and Justice in the UK Parliament and previously worked in European Union delegations in Morocco and Thailand where she explored issues such as Human Rights and Democratisation.

Closing keynote speaker



Richard Burn
Her Majesty's Trade Commissioner for Europe
Department for International Trade (DIT)

Richard Burn is Her Majesty's Trade Commissioner for Europe and previously worked as HM Trade Commissioner for China, leading the Department for International Trade (DIT) in mainland China, Hong Kong and Macao.

With over 30 years' experience, his professional career has been focused on helping businesses of all sizes generate commercial value through improved market access, particularly in China.

Inspirational speaker profiles



Sheila Flavell CBE
Chief Operating Officer
FDM Group
UK

Career Recognition Award

Sheila is Chief Operating Officer and an Executive Board Director of FDM Group. She has over 30 years' experience in both the public and private IT sectors internationally. She is passionate about enhancing diversity in the workplace and creating exciting careers for the next generation of digital talent.



Anne-Marie Imafidon
Head Stemettes and
Co-Founder
STEMettes
UK

Career Recognition Award

From child prodigy to MBE, Anne-Marie is a keynote speaker, presenter and Co-Founder of STEMettes, the award-winning social enterprise inspiring the next generation of females into Science, Technology, Engineering, and Mathematics (STEM) roles.

Award winner profiles



Amanda Heslop
Chief Design Engineer
Rolls Royce
UK

STEM Pathway Award

Amanda is a Chartered Engineer with two Master's degrees. Amanda has worked internationally across the Rolls-Royce Civil and Defence engine businesses and is one of few female senior engineers. As Chief Design Engineer, she is responsible for ensuring product safety and supporting international customers.



Andrea Pánczél
President and
Managing Director
Women in Energy in Hungary
Association (WONY)
and White Paper Consulting
Hungary

Tech Good Award

Andrea is the Chair and the Co-Founder of WONY, of the Women in Energy Association. The main goal of the Association is to increase the number of the women in leading positions in the energy sector in the CEE countries.

Award winner profiles



Anne Mellano
Co-Founder
Bestmile
Switzerland

Smart Solution Innovator Award

Anne is a civil engineer with specialisation in innovative transport systems. She directs Bestmile's global management activities, including identifying business opportunities and overseeing the company's marketing and sales operations. Anne was also in charge of two of the first autonomous mobility projects in Europe.



Camilla Ley Valentin
Co-Founder and CCO
Queue-it
Denmark

Data Innovator Award

As CCO and Co-founder of Queue-it and Co-Founder of Women in Tech, Denmark, Camilla has been recognised for several leadership awards worldwide. As her awards show, Camilla plays an integral role in getting more women interested in tech and entrepreneurship.



Elisabetta Romano
CEO
Telecom Italia Sparkle
Italy

Corporate Innovation Award

Elisabetta has been appointed Chief Executive Officer of Telecom Italia Sparkle on August 2020.

She has 30 years of experience in the Telecommunications, IT and Media sector, where she has held roles with increasing amounts of responsibility. She has dealt with corporate strategies using an approach focused on sector development and transformation, in particularly challenging environments and contexts in Italy and abroad.



Eva Ratti
Co-Founder
Find your Doctor
Italy

Talent Booster Award

Eva is one of the founders of Find Your Doctor, the first employment agency in Italy specialising in the placement and valorisation of researchers outside the Academia.

Eva coordinates the activities and manages the strategic development of the startup, but also works as an innovation manager to assess the needs of client companies and organisations and recruit the expertise that is needed to match them. She is a trainer in workshops and seminars for PhD students about their professional perspectives and she is involved in research activities regarding the transferable skills developed through the academic path.

Award winner profiles



Hillary Harel
President and
Managing Director
Serenus.AI
Israel

Leadership for Change Award

Hillary (Orly), Serenus.AI's CEO and Co-Founder, has demonstrated active leadership which has led to the success of the company. Hillary has extensive experience in founding and managing various start-up companies, including a leading company in the telecommunication field. Hillary volunteers in community projects including managing leading environmental non-profit organisations. Hillary is magna cum laude LLM graduate from the Hebrew University, Israel.



Inna Braverman
Co-Founder and CEO
Eco Wave Power
Israel

Green Innovation Award

Inna founded Eco Wave Power in 2011 and recently led the company's IPO on Nasdaq Stockholm. Under her leadership the company installed its first grid-connected wave energy array and secured a projects pipeline of over 250 MW. She is the winner of the 2019 United Nations "Global Climate Action Award".



Iseult Ward
CEO
Foodcloud
Ireland

Social Responsibility Award

Iseult is Co-Founder and CEO of FoodCloud, an award-winning non-profit social enterprise. Launched in 2013 with Co-Founder Aoibheann O'Brien, FoodCloud offers two solutions to redistribute surplus food to its network of community groups and charity partners across Ireland.

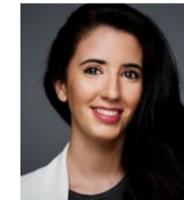


Laura Fauqueur
Director of Master
in Legal-Tech
CEU IAM Business School
Spain

Legal Tech Award

Laura is Director of the Master in Legal Tech of the CEU Institute of Advanced Management, the first onsite Master fully dedicated to Legal Tech taught in Spanish. Apart from giving lectures, she also works as a consultant in innovation, digital transformation and tech implementation for the legal industry, and as a Service Design facilitator. She is the Co-Founder of Madrid Legal Hackers and is affiliated with a number of associations such as WLW Women in a Legal World, Inkiertos, Avotech and ACIJUR.

Award winner profiles



Laura Lozano Lominchar
Co-Founder and CEO
Chargy
Spain

Technology Leadership Award

Laura is Co-Founder and CEO of Chargy. Based in Madrid, she has worked in recent years as an expert in Marketing, Sales and Strategy, assuming positions of responsibility in the marketing departments of different companies and start-ups in the Fintech and Big Data sector.

In addition to her transversal functions as CEO at Chargy, Laura leads the strategy of Product, Marketing and Communication, Business, Institutional Relations, and the relationship with strategic clients.

For the achievements she has made with Chargy, Laura has won 11 prestigious awards in Spain and abroad.



Lisa-Marie Fassi
Co-Founder and CCO
Female Founders
Austria

Start-up Founder Award

Active in the Austrian start-up community for several years, in 2016 Lisa co-founded Female Founders. The organisation aims to change the economy and society by fostering entrepreneurial leadership. Female Founders currently runs different programmes, among them a start-up accelerator for female-led ventures from all over Europe and a female leadership programme for entrepreneurial employees. In addition, Lisa serves on several advisory boards of public and private organisations and lectures at different universities across Austria. In spring 2020 she became part of the start-up advisory board of the Austrian Minister for Economy and Digitalisation.



Maria Vircikova
Co-Founder and CEO
Matsuko
Slovakia

One to Watch Award

Maria is the CEO of Matsuko, a deep tech company that develops holographic communication. She is a technology innovator, lectured on artificial intelligence at universities and conferences on all continents. She is among the Forbes top Women in Business and 30 under 30.



Maya Gura
Co-Founder and CEO
Missbeez
Israel

Visionary Tech Leader Award

Maya, a serial entrepreneur, Co-Founder and CEO of Missbeez (UK and IL), a mobile marketplace for beauty services matching busy women with self-employed professionals. Prior to Missbeez, Maya was a founding team member at PicScout where she led a multimillion global sales operation. She is also a Co-Founder of The Gifts Project (a fintech platform acquired by eBay).

Award winner profiles



Natasha Friis Saxberg
CEO
The Danish ICT Industry
Association
Denmark

Innovation for Change Award

Natasha is a digital strategist, entrepreneur and author. She has worked with technology, innovation and entrepreneurship for more than two decades. Natasha holds several nominations as one of the most influential women in Tech in Europe and appointed one of the 100 most influential women in Denmark.



Orit Hashay
Founder and CEO
Brayola
Israel

Disruptive Digital Entrepreneur Award

As Founder & CEO of Brayola, Orit has been listed as "Top 40 Under 40" by Globes and has been picked in the top 100 Successful European Female Founders by Forbes. She has been included in "10 Female Founders To Watch" by Forbes and named by TechCrunch 'Israeli Femme-preneurs To Keep an Eye On.'



Petra Kotuliakova
Founder and CEO
Aj ty v IT
Slovakia

Tech Inclusion Award

Petra is the Founder and CEO of the Slovak NGO "AJ Ty v IT" ("You in IT, also") challenging young girls and empowering women in TECH fields. She gained her experience in communication and public relations while working at the Faculty of Informatics and Information Technology of Slovak University of Technology in Bratislava, and previously in the marketing department of DANONE International Brands in Paris.



Prof. Graziella Pellegrini
R&D Director
Holostem Terapie Avanzate
Italy

Academic and Research Award

Graziella is Co-Founder and R&D Director at Holostem Terapie Avanzate, one of the two inventors of the technology for culture and transplantation of limbal stem cells for treatment of blindness due to corneal stem cell deficiency, registered in Europe. She collaborated to the gene therapy to treat epidermolysis bullosa.



Sabrina Malpede
Co-Founder and CEO
ACT Blade
Italy

International Clean Energy Award

Co-Founder and CEO of ACT Blade Ltd, Sabrina has over sixteen years of entrepreneurial experience in commercialising innovative solutions for lightweight structures, such as wind turbine blades. She is an Aeronautical Engineer and was awarded with a PhD in Aerospace Engineering from the University of Glasgow (UK).



Sara Boutall
Co-Founder
Innovation Disrupt House and
Communication
Czech Republic

Business Revolution Award

Sara is an Oxford-educated archaeologist working in Artificial Intelligence. She has worked in start-ups in London and LA for 7 years. She returned to Czechia after 10 years in the UK to help centralise the innovative environment and boost Czechia's economy and society through multidisciplinary scalable adoption of cutting edge technologies.



Sophie Martinetz
Founder
Northcote.Recht/Future-Law
Austria

Professional Tech Services Award

Sophie is the Founder and Managing Partner of Future-Law, the platform for innovation and legal tech. She has more than 15 years of experience as a founder and, before that, worked in international management in Berlin, London and Vienna holding different leading positions in financial institutions. Being a lawyer by training, Sophie also spent time as in-house-lawyer at the Bertelsmann Foundation in Berlin and London. She holds the ACCA Diploma in Financial Management, awarded by the European Media Business School for Audiovisual Management. She is a legal tech and digitalisation expert, book author and speaker.



Tamy Ribeiro
Chief Evangelist and
Head of Partnerships
Wunder Mobility
Germany

Future Mobility Award

After 13 years of experience in online travel, Tamy moved to mobility in 2016, when she joined Wunder, helping the company to identify opportunities and partnerships that amplified its expansion and presence from 1 to over 100 cities in the world.



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