

DIGITALEUROPE sets up C-level body to help policymakers forge the Digital Single Market

BRUSSELS (July 6th 2015) DIGITALEUROPE is delighted to announce the creation of the Digital Advisory Council (DAC), comprising around 30 chief executives of European tech firms, large and small, and European business leaders of many of the world's biggest technology companies.

The aim of this new high-level body is to provide the EU's most senior decision makers with input from the people leading the tech sector in Europe.

"Never before has technology been placed so high on the political agenda in Europe," said John Higgins, Director of DIGITALEUROPE. "This level of attention on our sector merits a c-level response."

The chief executives on the DAC will focus on the big picture, providing politicians with the sort of feedback they don't get in technical discussions about specific legislative proposals.

They will also be able to give a unique insight into the process of digital transformation that is re-shaping the way all organisations operate, and which features prominently in the European Commission's Digital Single Market strategy.

Europe's politicians are grappling with the challenge of how to harness digital technologies to increase European productivity. Europe's digital business leaders have an important role to play to keep politicians focused on the big prize: long-term jobs and growth creation.

"We want the DAC to provide long-term vision and strategic advice on the business, trade and investment frameworks needed to boost Europe's digital growth, and its competitiveness globally," said Mr Higgins.

The creation of the DAC comes six months after the European Commission unveiled its long-awaited Digital Single Market strategy, with 16 separate initiatives intended to make the EU's single market fit for the digital age.

According to European Commission estimates, the DSM could boost EU gross domestic product by €415 billion per year and create 3.8 million new jobs.

Details about the 31 chief executives participating in the DAC can be found in the following pages.

Digital Advisory Council Members

2015

Willem Hendrickx	Alcatel Lucent
Tomas Milaknis	Alna group - nominated by INFOBALT (Lithuania)
Aleksander Duch	Asseco DACH - nominated by PIIT (Poland)
Esa Tihilä	Basware - nominated by FFTI (Finland)
Philippe Convents	Canon
Cecilia Bonefeld-Dahl	Ciber - nominated by IT-Branchen (Denmark)
Chris Dedicoat	Cisco
Ulf Ewaldsson	Ericsson
Carlo D'Asaro Biondo	Google
Peter Ryan	Hewlett-Packard
Vincent Pang	Huawei
Erich Clementi	IBM
Christian Morales	INTEL
Stoyan Boev	InterConsult Bulgaria - nominated by BAIT (Bulgaria)
Athanasios D. Kotsis	INTRASOFT- nominated by SEPE (Greece)
Stefano Pileri	Italtel - nominated by ANITEC (Italy)
Eric Cador	Lenovo
Mike R. Rüschenbaum	Lexmark
Eric Boustouller	Microsoft
Barry French	Nokia Corporation
Guy Mamou-Mani	Open - nominated by Syntec numérique (France)
Laurent Abadie	Panasonic
George Malekkos	Powersoft Computer Solutions - nominated by CITEA (Cyprus)
Brendan Flattery	Sage – nominated by Tech UK (UK)
Young Hoon Eom	Samsung
Franck Cohen	SAP
Karl-Heinz Streibich	Software AG - nominated by Bitkom (Germany)
Javier Martín García	Tecnocom - nominated by AMETIC (Spain)
Jacques Guers	Xerox
Zsolt Ambrus	XAPT - nominated by IVSZ (Hungary)
Mathieu Gasquy	Western Digital



Willem Hendrickx
Alcatel Lucent

President of EMEA operations at Alcatel Lucent. In this role, he is responsible for all sales activities and operational management of company activities in the EMEA region.



Aleksander Duch
Asseco DACH (Poland)

President of the Management Board of Asseco DACH and supervisory board member of Asseco Solutions DE, Asseco Solutions CZ, Asseco Solutions SK.



Tomas Milaknis
Alna group (Lithuania)

Chairman and CEO of Alna Group, a leading company in the IT market in the Baltic States.



Esa Tihilä
Basware (Finland)

CEO of Basware Corporation, one the largest business commerce network service providers in the world.



Philippe Convents
Canon

CEO of Canon Belgium and Canon Luxembourg.



Cecilia Bonefeld-Dahl
IT-Branchen (Denmark)

CEO of Ciber's Nordic Region. Ciber is a global IT consultancy company.



Chris Dediccoat
Cisco

President of Cisco EMEAR region. Mr Dediccoat is responsible for EMEAR operations, growth initiatives and investments in strategic alliances and acquisitions throughout the region.



Ulf Ewaldsson
Ericsson

Senior Vice-President and Group CTO of Ericsson.



Carlo D'Asaro Biondo
Google

President of Google EMEA. Mr D'Asaro Biondo is also responsible for Strategic Relationships.



Peter Ryan
Hewlett-Packard

Senior Vice President and General Manager of HP EMEA Enterprise Group and Managing Director of HP EMEA.



Vincent Pang
Huawei

President of Huawei's Western European Region. Mr Pang is responsible for the overall business development and management in this region, including sales, marketing, and business operations.



Erich Clementi
IBM

Senior Vice President of IBM Sales and Distribution with a focus on Europe. Mr Clementi ran IBM's strategy function responsible for identifying and executing on major growth opportunities including cloud computing.



Christian Morales
Intel

Corporate Vice President and General Manager of Intel EMEA. Mr Morales is responsible for Intel product sales and marketing in the EMEA region.



Stoyan Boev
INTERCONSULT Bulgaria Ltd. (Bulgaria)

Founder and CEO of INTERCONSULT Bulgaria Ltd. Mr Boev is responsible for the operations and financial management and for the strategic development of the organisation.



Athanasios D. Kotsis
INTRASOFT International (Greece)

Executive Chairman of INTRASOFT International. Mr Kotsis formulates the group strategy, leads the international business development and supervises the group global expansion activities.



Stefano Pileri
Italtel (Italy)

CEO of Italtel. In his role, he is responsible for leading the company in financial restructuring following a new industrial strategy based on the development of the Network and System Integration in Europe and Latin America.



Eric Cador
Lenovo

President EMEA and Senior Vice President Lenovo Group.



Mike R. Rüschbaum
Lexmark

Vice President and General Manager Lexmark EMEA.



Eric Boustouller
Microsoft

President of Microsoft Western Europe.



Barry French
Nokia Corporation

Executive Vice President of Nokia Corporation. In his role, he provides overall governance and strategic decision making and maintains global and Nokia level functional leadership.



Guy Mamou-Mani
Open (France)

CEO of Open, a consulting, application and infrastructure Services company.



Laurent Abadie
Panasonic

Chairman and CEO of Panasonic Europe Limited, Regional Head of Europe and CIS, and Managing Executive Officer within Panasonic Corporation.



George Malekkos
Powersoft Computer Solutions (Cyprus)

CEO of Powersoft Computer Solutions, one of the largest Software Development Companies in Cyprus, established in 1993.



Brendan Flattery
Sage (United Kingdom)

President of Sage Europe. In his role, he is responsible for leading Sage Group Plc's European Business.



Young Hoon Eom
Samsung

President and CEO Samsung Europe. In his role, he is responsible for overall European sales and marketing operations.



Franck Cohen
SAP

President of SAP EMEA. In January 2015, his responsibilities were extended to include Germany, Austria, Switzerland and Eastern European countries.



Karl-Heinz Streibich
Software AG (Germany)

CEO of Software AG, the second largest software vendor in Germany.



Javier Martín García
Tecnocom (Spain)

CEO of Tecnocom, a leading company in the IT market in Spain.



Jacques Guers
Xerox

Corporate Vice President of Xerox. Mr Guers leads Global Accounts Operations and Global Growth Initiatives. Mr Guers is also responsible for leveraging the company's collective assets, in both services and technology.



Zsolt Ambrus
XAPT (Hungary)

CEO of XAPT Central and Eastern Europe, a global leading provider of Microsoft Dynamics ERP business solutions.



Mathieu Gasquy
WD

Senior Director EMEA and India, for WD, a Western Digital company.

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ABOUT DIGITALEUROPE

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies.

DIGITALEUROPE ensures industry participation in the development and implementation of EU policies. DIGITALEUROPE's members include 59 corporate members and 36 national trade associations from across Europe. Our website provides further information on our recent news and activities: <http://www.digitaleurope.org>

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Poland: KIGEIT, PIIT

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Turkey: ECID, TESID, TÜBISAD

Ukraine: IT UKRAINE

United Kingdom: techUK