



How do you get
to next before
next gets to you?

#BetterQuestions #NextWave

EY at MWC Barcelona | Executive Engagement Program 24-27 February 2020

MWC Barcelona 2020 is one of the most influential cross-industry events in the world and, in 2020, EY is planning our most exciting MWC experience yet!

If you are planning to be at MWC this year, we invite you to meet with our senior leaders.

To schedule an appointment, please email EYatMWC@ey.com.

Global leadership



Andy Baldwin
EY Global Managing
Partner –
Client Service

Passionate about innovation, FinTech, inclusive growth and geopolitics. Leading media commentator on financial services, economics and investment trends. Keen cyclist.

As EY Global Managing Partner – Client Service, Andy leads the execution of our global strategy. He has overall responsibility for our three geographic areas and four service lines so that our 200,000 client servers can provide exceptional service wherever our clients do business.

Previously, Andy was EY Area Managing Partner – EMEIA, leading on and executing EY strategic priorities, which includes transforming the business by driving greater integration across the Area, strengthening the focus on sector, accelerating the build-out of new EY offerings and preparing for the future of work.

Since joining EY in 1993, he has served as a senior advisor to many of our largest clients. His experience spans the financial services industry, with deep knowledge of the European market and insurance industry. He has led on many technology-enabled business transformations, post-merger integrations and organizational restructuring.

He has an MBA in Finance and Strategy from Cranfield University in the UK, as well as professional qualifications in marketing and risk from the Chartered Institute of Marketing and Chartered Insurance Institute.

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The better the question. The better the answer.
The better the world works.



Global leadership



Shaun Crawford
EY Global Vice
Chair – Industry

Driving solutions designed to reshape global markets and industry through convergence and disruption. As EY Global Vice Chair – Industry, Shaun is responsible for ensuring we are at the forefront of industry disruption and convergence issues. From globalization to technological innovation, businesses around the world are exploring new and different ways of succeeding.

Responsible for 16 sectors – from automotive and transportation to consumer and retail to financial services – he oversees the global teams responsible for helping industry leaders understand and navigate the forces reshaping their businesses.

Shaun has been in the financial services industry for 26 years, having worked in consulting and line management with leading London-based insurers and retail banks. Previously, he led the Global and UK Insurance sector as well as Insurance Advisory services across EMEIA.

With a focus on technology and digital disruption, Shaun helps industries prepare for and embrace change.



**Julie Linn
Teigland**
EY EMEIA Area
Managing Partner
and EY Global
Leader – Women.
Fast forward

As EY EMEIA Area Managing Partner, Julie leads a geographic area comprising member firms with more than 115,000 people across 97 countries and representing combined revenues of US\$14.1b. In this role she is responsible for international tax advice, auditing, advising large clients and accompanying business transformations.

With nearly three decades of experience in professional services for international clients, her focus is on transformation processes, in particular on the challenges of digital transformation, and is committed to the sustainable development of capital markets and their framework conditions. Julie has served as lead partner for several Fortune 500 clients.

Previously, she led one of the largest EY regions in EMEIA: Germany, Switzerland and Austria, where she led business transformation efforts within EY and with member firms' clients, as well as several major acquisitions.

Julie is also the Global Leader for the *EY Women. Fast forward* initiative and is a key player in progressing gender equality. She is a prominent voice of the Women20 (W20) global agenda.

Julie serves on several boards across Europe and the US, such as the UN EQUALS, JA Europe, Atlantik Brücke and the American Council on Germany.

Born in the US, Julie has been living in Germany for more than 30 years. She studied business in Heidelberg, Frankfurt and Paris and qualified as a US Certified Public Accountant. Julie enjoys traveling and skiing.



Lou Pagnutti
EY Global
Managing
Partner – Business
Enablement

Lou is responsible for EY services and business functions across the globe. He oversees our strategy and its execution for all functions, including technology, finance, risk management, legal, shared services, and procurement.

In 1981, he joined EY Assurance before moving to EY Tax in 1986. He led EY Canada International Tax Services from 2000 to 2004.

From 2004 until 2010, he was EY Canada Managing Partner and a member of the EY Americas Executive Board. He was EY Asia-Pacific Area Managing Partner from 2010 to 2013.

Lou holds an Honors Bachelor of Commerce degree from Laurentian University. He earned his Chartered Accountant designation in 1983 and was honored with a Fellow Chartered Accountant designation in 2006.

Senior industry and technology leaders



Hanne Jesca Bax
EY EMEIA Markets &
Accounts Leader

As the EY EMEIA Markets & Accounts Leader and a member of the EY EMEIA Executive, Hanne Jesca leads the organization's integrated go-to-market and executes client service strategies across EMEIA.

Her responsibilities include providing the appropriate teams available to EY clients, service portfolio innovation, digital integration, technical competencies and sector skills, and supporting healthy growth of the top line. Her key focus areas include strategic collaborations and acquisitions; product innovation in response to megatrends and macroeconomic changes; improvement of brand and market position; mandatory audit rotation.

Hanne Jesca leads transformational operating model and culture change programs and is the global executive sponsor for EY collaboration with SAP. She is a frequent speaker at internal and external events on leading change and leadership in general. She received a master's degree in Tax Law from the University of Amsterdam.



Arnaud Bertrand
EY Global
Government &
Public Sector
Advisory Leader

Working with governments to build stronger administrations for impactful public policies. Passionate about leading teams to guide public performance, innovation and service.

Arnaud leads EY Global Government & Public Sector consulting services, bringing together thousands of professionals around the world. He also serves state modernization departments, United Nations agencies, World Bank, Organisation for Economic Co-operation and Development (OECD) and international organizations on their development aid programs and internal performance.

Working on major performance programs in Europe and abroad, Arnaud has advised top public executives on their policies and strategies, on large transformation programs and organizational changes, on digital strategies design, and on public finance management and performance issues for local and federal administrations and for international donors.

Arnaud earned a post-graduate degree in Political Science from Institute of Political Sciences in Paris and master's degrees in International Law and History from the University of Paris, Pantheon Sorbonne.



Rahul Gautam
EY Advisory Global
Technology Sector
Leader

Rahul is the EY Global Technology Sector Advisory leader, charged with setting direction for EY services in the technology sector. He is responsible for aligning EY capabilities globally with the dynamic needs of our technology clients.

Rahul has been a leader in the EY technology, media & entertainment and telecommunications (TMT) consulting business for the past 10 years, serving as our UK & Ireland sector leader when he was based in London and as our Americas TMT Advisory Leader while based in New York.



**Nicola Morini
Bianzino**
EY Global Chief
Client Technology
Officer

Putting technology at the heart of the global EY organization across service lines and markets. Neural networks pioneer. Innovator. AI and machine learning thought leader. Former elite athlete.

Nicola is the EY Global Chief Client Technology Officer, focused on bringing technology products to EY clients and positioning technology at the heart of the organization.

With a 20-year track record of driving technology strategy innovation, he advises global clients on technology investment and their innovation agendas, providing industrialized technology products to meet their most pressing business needs. An early AI pioneer, he wrote a thesis on the application of neural networks to business in 1997. Nicola is a high-profile global media commentator and contributes to MIT Sloan Management Review, Forbes and HBR. A thought leader on AI, machine learning, innovation and big data, he is passionate about extracting value from technology investment. He holds a master's degree in Artificial Intelligence and Economics from the University of Florence.

Senior industry and technology leaders (cont.)



Paul Brody
Global Blockchain
Leader

Leader of blockchain technology. Proficient in mobile technologies, business strategy and Internet of Things. Paul drives EY initiatives and investments in blockchain technology across consulting, audit and tax business lines. He has held a number of leadership positions in the areas of Internet of Things, supply chain, and operations and business strategy, working with many client organizations.

He led the first blockchain strategy engagement, examining how digital services, payments and Internet of Things are coming together in new ecosystems, and building a strategy and technology road map for one of EY's major clients.

He has 20 years of consulting and strategy experience in mobile and electronics. Prior to joining EY, he served as Vice President and Global Industry Leader of Electronics at a multinational technology company. He earned a bachelor's degree in Economics and a certificate in African Studies, both from Princeton University.



Greg Cudahy
Global Technology,
Media &
Entertainment and
Telecommunications
(TMT) Sector Leader

Years of experience in global operations transformation, price and revenue optimization, sourcing, integrated planning, supply chain synchronization and collaborative applications.

Before joining EY, he held several leadership positions, including North American Operations Practice Leader, global leader of value-based deals, and global leader of supply chain strategy and planning for a large professional services company.

Earlier, he held the global Supply Chain Management and Americas Management Consulting leadership positions for a large European-headquartered professional services firm, as well as a global P&L position in the software industry, where he was executive vice president responsible for the Pricing and Revenue Optimization and Supplier Relationship Management lines of business.

Greg holds an MBA from The Fuqua School at Duke University and a BE in Electrical Engineering and Economics from The University of Dayton.

Greg was named by World Trade Magazine as one of the "Top 50 Pioneers of Supply Chain Management."



Steve George
EY Global CIO

Steve is focused on driving our internal technology transformation across teams in more than 150 countries worldwide. As a business-oriented technology leader, Steve is developing innovative solutions and services with a clear focus on customer satisfaction and cost performance.

He believes that people remain the key to success. By emphasizing improvements in processes and operations, it frees people to think differently and focus their customers' needs.

Steve joined EY in March 2018 as the Chief Information Officer (CIO) based in New York, with a background in banking, financial services and global professional services. Most recently, he was a divisional CIO at Citigroup leading a 3,000 person organization responsible for North American retail banking, mortgage, global commercial banking, CitiHoldings and Global Consumer Banking Shared Services.

Prior to Citigroup, Steve was at Huntington Bank holding both CIO and CTO positions and was Chief Technology Officer and Chief Architect at JPMorgan Chase for retail financial services prior to that. During his 15-year tenure as a partner at Accenture, Steve was responsible for managing client relationships, selling new work and for defining and delivering new service offerings within the financial services industry.



John Harrison
Global Media &
Entertainment
Sector Leader

John serves as EY Global Leader for the Media & Entertainment sector. In this role, he oversees more than 9,500 industry professionals operating across four service lines: Advisory, Assurance, Tax and Transaction Advisory Services.

He has over 20 years of strategy, corporate finance and transaction advisory experience, working with companies across the industry and around the world.

Prior to joining EY, John was a Managing Director in the Technology, Media & Telecom investment banking group at Bank of America Merrill Lynch. There, John was responsible for the firm's relationships with many prominent clients in the media, entertainment and communications sectors.

John earned his BA from Vanderbilt University and his MBA, with honors, from the McDonough School of Business at Georgetown University.

Senior industry and technology leaders (cont.)



Tom Loozen
EY Global
Telecommunications
Leader

Fascinated by the positive impact of telecoms. Passionate musician. Enjoys educating himself on psychology, wine, sports, technology, arts and much more. Husband and father of three daughters.

Tom leads an integrated team of telecommunications professionals working in more than 150 countries, and is responsible for driving the industry growth strategy through innovative solutions across Advisory, Tax, Assurance and Transaction Advisory Services. Combining the strength of the broad range of EY services, he leads strategic conversations to address clients' most complex business challenges, shaping and delivering unique value propositions.

Before joining EY, he held various leadership positions with a major global consultancy and in the telecoms industry, including Global Telecom Industry Lead; Telecom, Media & Technology Lead for the Netherlands; and Chair of the Diamond Client Forum, a global community of the largest accounts across industries.

Tom holds an MSc in Applied Physics from Delft University of Technology and an MBA from Rotterdam School of Management.



Kris Lovejoy
EY Global Advisory
Cybersecurity Leader

World-renowned in cybersecurity, risk, compliance and governance, Kris leads EY Global Advisory Cybersecurity services. She regularly keynotes at RSA, InfoSec and Security World conferences as well as appearing in publications such as *Forbes*, *Fortune*, *SC Magazine*, *InfoWorld* and *USA Today*.

Prior to joining EY, Kris was CEO of an AI-driven network security company. Previously, she was also the general manager of a multinational information technology company's security services division, charged with building end-to-end cybersecurity programs for clients worldwide. In this role, she participated internally as a member of the growth and transformation team. Externally, she has served as advisor and sat on the boards of a number of public and private organizations.

Kris earned a BA in English from Lafayette College, US.



**Dr. Aleksander
Poniewierski**
EY Global IoT
Leader and
Partner, EY EMEA
Advisory Center

Leading-class knowledge in IT/OT security and IT systems risk management. His passion for IoT is probably paralleled only by his interest in photography.

Aleksander is the EY Global Internet of Things Leader, responsible for leading Advisory services. In this role he is focused on the development of strategy, design, implementation, process optimization, business model innovation, security and protection for global clients in both consumer and industrial IoT. He is a globally recognized thought leader in the field of cybersecurity and critical infrastructure protection.

Previously, he led EY IoT and Operation Technology Advisory services for the EMEA region. Before joining EY, Aleksander was responsible for managing IT security at telecommunication companies. He is a recognized author and keynote speaker at numerous conferences related to cybersecurity, IoT and operation technology.

Aleksander graduated with a master's degree in Information Technology from Upper Silesian University. He received his PhD in Economics from Poznan University of Economics. Additionally, he has participated in many executive programs provided by Harvard Business School, Carnegie Mellon University and LMD University.

Senior industry and technology leaders (cont.)



Andres Saenz
EY Global Private
Equity Leader

Trusted advisor to leading private equity professionals and their portfolio companies. Ardent student of consumer behavior. Marathoner. Family man.

Andres serves as the EY Global Private Equity Leader and is part of the EY Global Industry Markets Leadership team. Prior to becoming the EY Global Private Equity Leader, he was Managing Director of EY-Parthenon based in the Boston office, and was with Parthenon for nearly two decades before its combination with EY in August 2014. Andres continues to serve clients as part of EY-Parthenon and leads private equity globally across EY. In his role, he assists firms with investment strategy, commercial due diligence, portfolio company strategy, value creation and sell-side engagements. He has worked in a wide variety of sectors, including consumer and retail, health care and life sciences, and business and industrial services. He has led more than 500 engagements in the consumer space, focusing on customer insights, competitive positioning, market attractiveness, and growth assessments within subsectors such as food and beverage, personal care, apparel, durables, retail, restaurants and consumer services.

Andres holds an MBA from Harvard Business School and a BA in Economics from Harvard University.



Greg Sarafin
Global Alliances
Leader

Passionate about improving the pace and scale of value creation. Fearless business strategist. Former entrepreneur and dot-commer. Unabashed binge watcher. Traveler, foodie and father of three.

Greg oversees the strategy, enablement and value creation derived from alliances and other types of joint business relationships.

Prior to joining EY in 2015, he spent seven years as an executive at a multinational technology company, running one of the top five accounts at the firm and then managing the professional services P&L for banking and financial markets in North America. He also held significant leadership positions in financial service technology and digital disruption across industries. In addition, he helped found a health payments dot-com and, prior to that, ran his own software development company. Greg earned a BS in Computer Science and Engineering from the University of Pennsylvania.



John Simlett
EY Global Future
of Mobility Leader

John is a partner in EY Strategy services, focusing on innovation and mobility. He is also the EY Global Future of Mobility Leader within the Automotive and Transportation Sector.

When joining EY in 2015, John brought extensive industry experience in strategy, retail and consulting within the automotive, financial services, government and oil sectors.

A speaker at a number of conferences and industry associations, John has been an invited advisor to the British Prime Minister's office. He has particular knowledge of the mobility arena and a deep understanding of customer and behavioral economics through both primary research and extensive knowledge of the academic literature.

John has been heavily involved in advising on a wide range of strategy issues for car manufacturers, ranging from operational efficiency, pricing strategy through e-commerce market entry strategy, customer satisfaction studies, network and representative strategy, to block exemption for selective and exclusive distribution and franchising.

John earned an MBA from London Business School.



**For further information
on our activity at MWC
Barcelona or to meet with
our leaders, please email
EYatMWC@ey.com**

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About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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