

2017

European Geo Business Seminar

March 16, 2017 | Rosarium in Amsterdam, Netherlands

Speakers

Alina Prigozhina

Head of GIS Team, X5 Retail Group

Alina Prigozhina is head of the GIS development team at X5 Retail Group, a major chain of grocery stores in Russia. She supervises GIS technology projects, mostly focusing on real estate and market research and leading the development new GIS functions and business applications. Previously, she worked as a GIS leading manager, geographic data analyst and research assistant. Alina graduated from Geography Department of Moscow State University in 2010.



Amy Harrison

Global Market Mapping Manager, Nike Inc.

Amy Harrison, for Nike, has been a part of the Nike Real Estate organization for the past nine years. Prior to her current role in Nike Global Retail Real Estate, she spent four plus years in the North America Retail Real Estate department. During her tenure in NA she was responsible for research and analytics related to marketplace planning strategy. In her current role she manages all aspects of Nike's global market mapping system run on the Esri platform: system management, consulting on application of spatial analytics, training, and data resourcing and implementation. The mapping system is utilized across multiple business units within Nike's Retail and Wholesale organizations as well as other departments at Nike.



Mike Johnson

Global Commercial Sales Director, Esri

Mike Johnson has built his career on helping organizations realize the business value of geography, spatial analytics, and visualization using GIS technology. He has contributed in a number of roles at Esri and is currently involved in directing Esri's strategy and sales efforts that apply GIS technology in the Commercial Sector. His diverse experience has included starting one of the first State government GIS organizations in the U.S. Mike has led several other teams at Esri including establishing and managing one of Esri's successful US offices. Mike has also served as a University Professor and contributes to several Advisory Boards.



Tanja Linken

Global Director IHS Automotive, IHS Markit

Tanja oversees IHS Markit's Dealer Network Development practice globally. Her team of subject matter experts based in North America, Europe and Asia are responsible for consulting automotive OEMs in defining optimal retail networks, maximizing sales performance and service retention, and effectively managing dealerships.



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Gabriel Simunek

Expert GIS Manager, MobiGIS

Gabriel SIMUNEK is a GIS specialist and business engineer. Experienced in mobility planning and urban projects, he works to understand customer needs and support MobiAnalyst(c) users.



Tessa van Voorthuizen

Research Consultant, Jones Lang LaSalle

Tessa has worked for JLL since 2015 being specialized in spatial analysis and urban planning. Since then she advised among others investors, retailers and governments.



Michiel Boonen

Associate Director, Research Advisory, Jones Lang LaSalle

Michiel has worked in real estate for 6 years, specializing in retail and investor advisory services and taking data driven advisory to the next level.



Gary Sankary

Industry Marketing Retail Lead, Esri

Gary Sankary joined Esri in 2014 as a subject matter expert in retail after spending 30 years in the industry. Gary's retail career started in his parent's family business more than 40 years ago. Along the way he had an opportunity to work with Cost Plus Imports, Mervyn's and Target Corporation where he led a number of cross functional teams developing technology and business process strategies to support store and digital merchandising initiatives.



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Marco Cadario

CEO & Founder, MobyPlanner srl

Marco has an IT career spanning 25 years. He has worked as Business Developer, Project Manager and IT Architect in various type of industries. He founded and is heading up MobyPlanner, an Italian Startup focused on developing solutions for companies who need to provide innovative tools to their field staff.



Samantha Colebatch

Commercial Director, Geolytix

Samantha is a senior network and location strategist. After supporting Coles Myer through major multi-format new space development in Australia, Samantha moved to Sainsbury's in the UK and led their strategy for network expansion. After playing a senior role in-house Samantha is excited to bring the power of location insight to a wider audience as Commercial Director at Geolytix.



Christoph Mülligann

Data Scientist, Geolytix

Christoph has an education in Geoinformatics from the University of Munster, Germany. Having worked at on-geo in Dortmund creating a flagship website for property valuation, he is an expert in programming for the web. At Geolytix, Christoph writes code that crunches big data sets for Geolytix spatial models and GeoData.



Niels van der Vaart

Consultant, Esri Nederland

Niels is product consultant at Esri Nederland and helps organizations to discover the added value of Geographic Information Systems in various projects. Based on his experience, he supports the development of Esri's technology by gathering user requirements from various industries. He participates in Dutch industry working groups and in academic research programs focusing on the development of GIS. He holds a bachelor degree in Human Geography and Planning and a masters in Geographical Information Management and Applications and is a regular speaker at conferences, seminars and workshops.



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Olivia Sedant

Product Marketing Manager, Galigeo

Olivia Sedant is Product Marketing Manager at Galigeo and has over 8 years of expertise in Location Intelligence. In this role, she listens to clients and provides marketing and strategic directions for Galigeo's SAP Business Objects line of products. Prior to this role, Olivia spent 4 years as Project Manager, working closely with customers to design and deliver Location Intelligence solutions in various industries. She graduated from French National School of Geography (ENSG) in 2005.



Michael Bauer

Owner, Michael Bauer International

Michael has many years of experience in the world of socio-demographic analytics. Michael worked from 1990 to 2003 at GfK Regional Research and is since 2004 / 2009 owner and Managing Director of Michael Bauer Research GmbH and Michael Bauer International GmbH.



Sabrina Geißer

Head of Product Management, mobalo GmbH

Sabrina Geißer is a GIS Analyst and Head of Product Management at mobalo GmbH. She completed her Master's Degree in Geomatics at the University of Applied Sciences Karlsruhe in 2015. Previously, she has worked as Product Manager and Project Lead in various financial institutions.



Kai Ole Rogge

Strategic Partnership Manager, Nexiga

Over the past 11 years Kai Ole Rogge, a studied geographer, has worked with hundreds of organizations to implement both GIS technology and data to improve their operations and decision-making with Geomarketing and Location Intelligence. In 2014 he joined Nexiga, one of the leading European providers of Geomarketing solutions, demographics and geodata. In his role he oversees the Partner Business with global players like Esri, TomTom, Here and Facebook and all international operations.



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Nicolas Schwank

Co-founder, Conias Risk Intelligence

Nicolas Schwank is an expert in analyzing and assessing political risks. He specializes in development dynamics of political conflicts and shifts in internal and external security threats. As part of his dissertation at the University of Heidelberg, Nicolas, in cooperation with the geographical institute, developed CONIAS' analytical approach and created an exceptional database consisting of more than a thousand violent and non-violent political conflicts since 1945.



Geerten Peek

Director Consulting Services - Food, Retail & Consumer Services,
CGI Netherlands

Geerten is involved in big data analytics initiatives with several clients in the food and retail sector. He has advised clients on their customer experience strategy and approach since 2009. Geerten co-authored CGI's digital channel management approach and prefers an agile and hands-on approach, allowing stakeholders at the client to adopt a new vision and strategy.



Robert Voûte

Vice President Consulting
CGI Netherlands

Robert has been working in the field of location information for over 26 years at CGI, after graduating from University. His field of expertise is the connecting position of location information, real time geospatial relations and indoor modelling and positioning. In his vision we improve our operations and analytics by adding the real-time location to our systems.



Marco Santambrogio

Founder and CEO, VALUE LAB

Consultant with thirty years of experience in helping organizations to transform their marketing, sales and customer management approaches through analytics and technology in order to remain or become leaders in today's customer and data driven market.

