

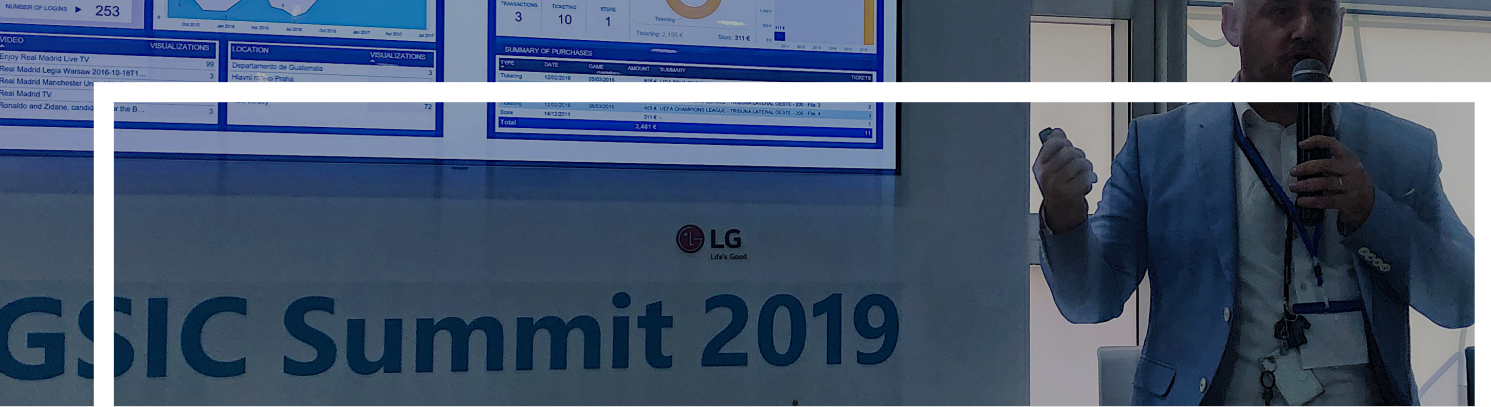
GSIC Summit

Much more than innovation

EVENT PROGRAM

NOVEMBER 11 - 12, 2020
ONLINE





DAY 1

BLOCK 1

15:00 – 15:20 WELCOME TO GSIC SUMMIT

- Welcome by [Sebastian Lancestremere](#) - GSIC President / Sports Industry Managing Director at **Microsoft**
- Session objectives and mechanics - [Sofiya Goncharova](#) - Head of Communication and Public Affairs, **GSIC**

BLOCK 2

15:20 – 15:50 TECHNOLOGY AS A BEST ALLY TO MITIGATE COVID-19 IMPACT ON THE SPORTS INDUSTRY

PANEL DISCUSSION

- [Francis Casado](#) - Managing Partner at 3D Digital Venue
- [Bojan Stjepanovic](#) - Sales Director at G2K
- [Tomas Vechy](#) - CEO at Seyu
- [Andy Etches](#) - Founder at Rezzil

15:50 – 16:15 FUTURE OF FAN ENGAGEMENT & SOCIAL LOYALTY AFTER COVID - 19

PANEL DISCUSSION

- [Avi Polak](#) - CCO at IQONIQ
- [Mark Szenger](#) - CCO at Pressenger
- [Miguel Gomez](#) - CEO at Motti
- Moderator: [Marc Serra](#) - Head of Business Development at CA Sports Marketing & Business Director Spain at IQONIQ

16:15 – 16:35 GO TO MARKET WITH MICROSOFT

KEYNOTE

- [Kelvin Keane](#) - Western Europe Startup & Partner Manager at Microsoft for Startups Europe

16:35 – 16:55 DEVELOPING AN ESPORTS STRATEGY FROM ZERO TO HERO

KEYNOTE

- [Marcos Eguillor](#) - Senior digital business executive & entrepreneur

16:55 – 17:25 NETWORKING SESSION

This 30 min session will be driven in MS Teams where you can have direct conversation with the speakers who participated in the previous block and with each other



DAY 1

BLOCK 3

17:25 – 17:45 CUSTOMER DATA PLATFORMS

SOLUTIONS SHOWCASE

- [Johny Halife](#) - Partner at **Southworks**
- [Juan Vazquez](#) - Regional Director Iberia at **Commander Act**
- [Mark Taviner](#) - Chief Strategy Officer at **Sports**
- [Bregt Cabus](#) - Data Technology Consultant at **Inspire Sports (Cronos Groep)**

17:45 – 18:05 SPORTS MANAGEMENT PLATFORMS

SOLUTIONS SHOWCASE

- [Juan Emilio Tettamanti](#) - Business Development Director at **Shibily**
- [Miguel Dias](#) - Director at **Armis**
- [Mateo Arviset](#) - Head of Operations at **OWQLO**
- [Adrian Beiu](#) - Sales Director at **SoccerLAB**

18:05 – 18:25 RANKING SOLUTIONS

SOLUTIONS SHOWCASE

- [Antonio Romero](#) - CEO at **Leverade**
- [Javier Robles](#) - General Manager at **Vavel**
- [Jay Abraham](#) - Chief Revenue Officer at **SMT**

18:25 – 18:45 MEDIA PLATFORMS

SOLUTIONS SHOWCASE

- [Ben Reynolds](#) - CEO at **Spalk**
- [Paul Bojarski](#) - CEO at **Sceenic**
- [Vadim Drozdovski](#) - Head of Strategic Business Development at **WSC Sports**

18:45 – 19:05 ATHLETE PERFORMANCE & INJURIE PREVENTION SOLUTIONS

SOLUTIONS SHOWCASE

- [Eduardo Valdes](#) - Global Business Development Manager at **Olocip**
- [Ismael Fernandez](#) - Founder of **Thermohuman**

19:05 – 19:35 NETWORKING SESSION

This 30 min session will be driven in MS Teams where you can have direct conversation with the speakers who participated in the previous block and with each other

19:35 – 20:00 NETWORKING WITH GSIC AMBASSADORS

Meet our Ambassadors located in different regions and learn how they can help you to connect with stakeholders in other countries and internationalize your business



DAY 2

BLOCK 4

09:00 – 09:05 WELCOME TO DAY 2 OF GSIC SUMMIT

- Introduction Day 2, session's objectives

BLOCK 5

09:05 – 09:35 THE UNSTOPPABLE GROWTH OF THE APAC MARKET

PANEL DISCUSSION

- [Michael Yang](#) - Founder and CEO at Aquabloom Sport Group
- [Oren Simanian](#) - Founder and General Partner at Colosseum Sport
- [Rohn Malhotra](#) - Co-founder at SportsTechX

09:35 – 10:05 SUPPORT OF LOCAL ORGANIZATIONS AND BUSINESS INTERNATIONALIZATION TO ASIA MARKET

PANEL DISCUSSION

- [Iris Cordoba](#) - General Manager of GSIC powered by Microsoft
- [Teck Yin Lim](#) - CEO of Sport Singapore
- [Kevin Wo](#) - Managing Director at Microsoft Singapore

10:05 – 10:30 OPEN INNOVATION AND ACCELERATION INITIATIVES HELPING TO GROW THE SPORTS TECH ECOSYSTEM

PANEL DISCUSSION

- [Dr Martin Schlegel](#) - Board Member at ASTN
- [Marc Pons](#) - Director of ACTUA Innovació
- [Jorge Gómez](#) - Partners Solutions Program Manager at GSIC
- Moderator: [Carlos Cantó](#) - CEO of SPSG Consulting

10:30 – 10:55 HOW COVID HAS ACCELERATED THE SYMBIOSIS BETWEEN SPORT & GAMING

PANEL DISCUSSION

- [Chong Geng](#) - Board Member at Global Esports Federation
- [Ivan Burgos](#) - Connected Car Manager at Porsche Iberica
- [Jasper Mah](#) - Director of Esports at Sport Five
- Moderador: [Sam Li](#) - Head of International at Sina Sports

10:55 – 11:20 HOW INDUSTRY EVENTS RE-ADAPT IN COVID-19 SITUATION

PANEL DISCUSSION

- [Jan Alessie](#) - Director at World Football Summit
- [Philip Gegan](#) - Managing Director at Soccerex
- [Tobias Gröber](#) - Executive Director Business Unit Consumer Goods at ISPO
- Moderator: [Ricardo Gomez](#) - Managing Director at TGI Brasil



DAY 2

11:20 – 11:50 NETWORKING SESSION

This 30 min session will be driven in MS Teams where you can have direct conversation with the speakers who participated in the previous block and with each other

BLOCK 6

11:50 – 12:10 GOING PHYGITAL: BEST PRACTICES OF SPORTS ENTITIES DURING COVID-19

KEYNOTE

- [Unmish Parthasarathi](#) - Founder at PictureBoard Partners

12:10 – 12:40 VENUES AND SPORTING EVENTS OF THE FUTURE

PANEL DISCUSSION

- [Sam Jackman](#) - Chief Development Officer at VenueNext
 - [Fabrice Doreau](#) - Head of Strategic Engagement for the Sports Industry at Atos
 - [Evgenia Ostrovskaya](#) - Business Development Director, Signature Brands EUROPE at Genetec
- Moderator: [Matteo Montanari](#) - GSIC Ambassador, Italy

12:40 – 13:10 SPORTS ENTITIES' DIGITAL TRANSFORMATION BEST PRACTICES

PANEL DISCUSSION

- [Chris Neilson](#) - Innovation & Business Development Director at International Bowling Federation
 - [Jonathan Wong](#) - Product Leader at ONE Championship
 - [Melissa Soobratty](#) - Senior Media Director at World Table Tennis
- Moderator: [Unmish Parthasarathi](#) - Founder of PictureBoard Partners

13:10 – 13:30 NEW ERA IN THE ALTERNATIVE SPORTS VENUES' DIGITAL TRANSFORMATION

FIRESIDE CHAT

- [Stephen Ibbotson](#) - Head of Franchises and Licensing at LaLiga
- [Jorge Schnura](#) - President & Co-founder of MadLions
- [Guillermo Tofoni](#) - CEO & Founder of AFA Technology Institute

13:30– 14:00 NETWORKING SESSION

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14:00 – 14:30 NETWORKING WITH GSIC AMBASSADORS

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