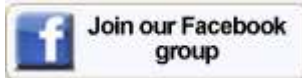
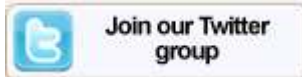
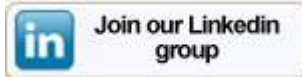


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Speakers

Anthony Lukom Managing Director, MySpace UK



Anthony Lukom is Managing Director for MySpace UK. In this role, he is responsible for spearheading the growth of the UK business for MySpace. He oversees the implementation and development of all UK partnerships and ensures that the direction of the company is in line with MySpace's broader global strategy.

Since MySpace's inception in January 2004, the site has grown to over 110 million global monthly unique visitors. By integrating web classified listings, entertainment content, photo galleries and user-generated content, MySpace has created a community where users can do everything from plan their weekends with friends and to discover rich content and culture.

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Lorenz Bogaert, CEO, Netlog



Lorenz Bogaert (32) is co-founder and CEO of Netlog, a leading social networking site with over 35 million users. Lorenz started Netlog during his student years when he was mostly known as a contributor to various internet and IT magazines and as a manager of an internet business. Lorenz studied law and management at the universities of Leuven (BE), Fribourg (CH) and Namur (BE).

Kate Burns, Managing Director & Vice President, Bebo & People Networks



As Vice President & Managing Director, Europe, Kate Burns joined the Senior Management Team following on from AOL's acquisition of Bebo. In her role, Ms Burns takes overall responsibility for driving the growth of Bebo in the UK and Europe.

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Davide Villa, Senior Vice President B2B, XING AG



Davide Villa is responsible for all B2B activities at XING including Marketplace, Advertising, Best Offers, Company Pages, and Events. Prior to joining the XING team, Davide was CEO of Central and Eastern Europe at Monster.com and previously COO of European operations for XING.



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Thomas Power, Chairman, Ecademy



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Thomas is Chairman of Business Social Network Ecademy four 1998 by his wife Penny Power and now with over 500,000 use

Ecademy serves the 100 million business people who work fro support, contacts, collaboration, opportunities and most impor environment for people to meet, talk and network. There are ! meetings a month worldwide.

Sampo Karjalainen - Co-founder and Chief Creati Sulake/ Habbo Hotel



Sampo co-founded Sulake in 2000 with friend and colleague A this day continues to drive the company's creative strategy. A extended management team, he has been active in creating a the company behind it. Sampo began his career as a graphic c animator, working with pioneering new media companies To t and Satama Interactive (1998 – 1999) before joining Taivas w founded.

Jonny Freeman, Digital Marketing Manager, Hon

Jonny Freeman, Digital Marketing Manager, Honda

David Jones, Vice President of Global Marketing,



David L. Jones joins Friendster with more than 17 years exper business development, and product and business strategy. Pri Friendster, David held several marketing and general manager Inc, including roles focused on scaling the number of active m community. David was also the director of eBay's media and e businesses in the United States. Prior to eBay, David was the \ Business Development at Blue Wireless and an associate part management and technology consulting firm of Arthur D. Little

from Stanford University in Quantitative Economics With Honors & Distinction, 199

Julie Meyer, Founder and Chief Executive Officer, Capital



Julie Meyer has 20 years of investment and advisory experienc businesses and industry standards to emerge and become est lived and worked in the UK since July 1998, and worked in Par Boston, MA, USA before then. She is originally from San Franc Executive of Ariadne Capital, the investment and advisory firm August 2000. Ariadne backs entrepreneurs in the Media (musi publishing, advertising, gaming), Mobile internet and Commun sectors. Ariadne's strength is in advising on the "Go To Market

growth companies.

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Andy Baker, MD, Friends Reunited



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Andy Baker is the Managing Director of the Friends Reunited (the Friends Group comprises the websites Friends Reunited, G Friends Reunited Dating).

Dan Whiley, VP Commercial, International Digital Media, MTV



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Dan Whiley joined MTV Networks International (MTVNI) in 2011 as Vice President, Digital Media, to lead the company's commercial digital media space. In this role, Whiley is responsible for developing partnerships that strengthen MTVNI's global presence as a multi-entertainment group spanning all technologies from broadcast and mobile handsets. He reports directly to Gideon Bierer, SVP Digital Media, MTVNI.

Penny Power, Author, International Speaker, Entrepreneur and founder of Ecademy



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Penny Power is a published author, a highly engaging speaker and most inspirational and successful female entrepreneurs.

Penny founded Ecademy, the UK's first social network for business age of 33 with her husband Thomas Power. The next ten years successfully grew Ecademy into the global operation it is today, a full time mum to her three children.

Michael Donnelly, Director, Worldwide Interactive Marketing, The Coca-Cola Company



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As the Director of Worldwide Interactive Marketing at The Coca-Cola Company, Michael is responsible for increasing the understanding, testing and effective use of Digital Marketing and Emerging Media among consumers throughout the world.

Natalie Johnson, Manager Social Media Communications, General Motors



Natalie A. Johnson was named manager of Social Media of General Motors Technology Group in February 2007. Prior to her current position, she was Internal Communications manager of GM's Latin America, Africa (LAAM) region, a role she assumed after working as the associate business manager in LAAM.



"Revenues from social networking, dating and personal content delivery services will increase from \$572m in 2007 to more than \$5.7bn in 2012, with social networking accounting for 50% of the total by the end of the forecast period." **Juniper Research**

"Over 800 million people worldwide will be participating in a social network via their mobile phones by 2012, up from 82 million in 2007." **eMarketer**

"Around 812,000 Britons each month, or 1.7% of all UK mobile subscribers, visited a social networking website using their mobile during the first quarter of 2008." **Nielsen Media Research**

A native of South Florida, Johnson holds a bachelor's degree in Business and a MS with emphasis in Interactive New Communication Technologies from The Florida State University. He joined GM in April of 2002 with the Vehicle Sales Service and Marketing group in LA.

Peter Cowley, Managing Director of Digital Media UK



As Director of Digital Media for Endemol UK, Peter's role is to implement Endemol's digital media strategy in the UK. The role reflects the significance of interactive media within the UK market. Strategically, Endemol looks to exploit its TV brands on a multi-platform basis, funding its activities via broadcasters; advertisers or consumers. Peter is looking to develop entertainment products on new media platforms including mobile, broadband and interactive TV.

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Todd Masonis, Co-Founder, Plaxo



Todd Masonis is a co-founder and Vice President of Products at Plaxo, a lead user interface designer and Windows programmer. Plaxo is a company that Todd has founded. Previously, he co-founded netElement and NetScout Technologies. Todd also served as a systems developer with e

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Matthew Fraser, Senior Research Fellow, INSEAD



Matthew Fraser is a Senior Research Fellow at INSEAD. He is also a Senior Lecturer at Institut d'Etudes Politiques de Paris and Adjunct Professor at the University of Paris. Dr Fraser completed graduate studies at the University of Economics, Oxford University (Nuffield College), Université de Sorbonne and Institut d'Etudes Politiques de Paris, where he specializes in political science.

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Emma Jenkins, Head of Interactive Marketing, P&G UK



Emma has spent 9 of her 11 years in digital marketing at P&G. Her role involves leading interactive TV leading the company's first campaign with Pantene in several years researching and testing different iDTV advertising models. She has worked online with brands such as Pampers, Olay, Ariel and Pringles.

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Chris Davies, Digital Marketing Manager, British Airways



Chris is the digital marketing manager at British Airways, and has worked for the company since 1999. He currently looks after all digital marketing activities. He has recently launched British Airways' first social media platform.

community site about the best of London and New York.

He has had experience working in both the marketing department and in the e-con previous role was the site editor for ba.com and as part of that role he re-launched in 2006. Prior to joining British Airways, Chris worked at STA Travel in the Internati managing the Product department

Neville Wheeler Director, Cisco Media Solutions (Europe



Neville is responsible for Content & Media partnerships, strategy development across Europe. The Cisco's Media Solutions Group providing a platform solution that allows Media & Entertainment create, manage and grow online communities around their core Neville was the Global Lead – Media and Entertainment, for Cisco Alliances Group and Internet Business Solutions Group. Neville the Henley Management College and an MBA from Brunel University

Alex Halliday, Director, SocialGo Ltd

Alex Halliday, Director, SocialGo Ltd

Henry Clifford-Jones, Director of Media Sales Europe LinkedIn



Henry is building out LinkedIn's advertising business across Europe range of solutions for marketers to reach LinkedIn's rapidly growing base. At LinkedIn for 6 months Henry Clifford-Jones has focused team and developing a range of partnerships with leading European within the B2B, High Net Worth and Corporate recruitment market

Previous to LinkedIn Henry Clifford-Jones has held a variety of commercial roles in digital startup and publishing organizations: the European General Manager of contextual and inline advertising business Vibrant

Dave Wiseman, Enterprise Sales Executive – Europe Inc



Dave Wiseman is responsible for establishing a European presence which pioneered the use of device reputation for managing online for online communities. iovation manages the reputation of mobile enabled devices worldwide, allowing customers to control online while benefiting from sharing device reputation intelligence.

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Freddie Laker, Director of Digital Strategy, Sapient



As Director of Digital Strategy at Sapient, Freddie is responsible implementing high-level interactive client campaigns, with particular the creative and marketing strategy aspects.

Prior to joining Sapient, Freddie's most recent entrepreneurial iChameleon, a digital agency he co-founded in 2004. iChameleon accolades during its four-year rise, developing award winning

globally recognized clients such as Guinness, Coca Cola and NBC, amongst others.

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Spencer Hyman, COO, Last.fm



Spencer Hyman is COO of Last.fm. Spencer joined Last.fm from beginning of 2006, steering the company through its \$280 mil CBS in 2007. He masterminds Last.fm's global business, ecom advertising deals – which includes partnerships with Apple, AC helping the social network grow into one of the most robust at music companies in the world.

Ben Rotheray, UK Digital Marketing Manager, Land Rover



Ben Rotheray is Land Rover's UK digital marketing manager. A mechanical engineering from Bath University he joined Land Rover worked across a range of marketing roles. His responsibilities services for Land Rover UK, the Land Rover website and UK websites. He is involved in Land Rover's e-CRM programmes ; launched a new email tool which allows the car marque to target and cost efficiently as well as helping to maintain the brand's to customer relationships management.

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Maz Nadjm, Portal Services Manager, Community



Maz Nadjm is responsible for Sky Portal's social media strategy. The Sky Portal has over 1 billion monthly page impressions and unique visitors. Maz works closely with each Sky site, providing technology and strategy assessment within the context of the landscape and Site needs.

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Asha Oberoi, Content Director, ITN



With a wealth of strategic experience in new media, Asha over Product Development and Marketing, creating new products for and maximising the business's web presence. Former Head of Press Association, she was recently involved in the relaunched as Multimedia Product Development Director for the Telegraph

Frances Dovey, Interactive & Emerging Media Manager, Cadburys



Frances joined Cadbury 5 years ago having worked in a variety of marketing roles at Allied Domecq Retailing International and Cadbury. Her role to develop interactive marketing has enabled her to indulge in digital as well as chocolate!

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Tony Douglas, Marketing Innovations, BMW



For the last 3 years Tony has been responsible for the BMW G media innovations. Such as Blogs, Vlogs, Podcasts, Community Demand and most recently www.bmw-web.tv and www.bmw

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Paul Walsh, Chair, BIMA/CEO Wubud



Paul Walsh is a true digital entrepreneur. He plays an intrinsic development and success of start-up businesses across Europe held for over 15 years. He also acts as founder, advisor and partner in most established web and mobile companies worldwide. As we businesses are literally set to change the interactive landscape In the early '90s, Paul became one of the first employees of AOL after all technical accounts across the region. During his time he was responsible for the International Beta Coordination for the

[Read more...](#)

Simon Podd, Head of UK Sales, Bebo



In October 2008 Simon took up the role of Head of UK Sales. Following the launch of its commercial operations in January 2007 as a UK In his position, Simon is responsible for working with clients and agencies alike through sponsorship of Bebo's engagement marketing original commissions while managing the UK sales team and UK first year at Bebo Simon secured large scale 'media first' sponsor multinational brands including Disney, Cadbury and Toyota.

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Mike Dowuona, Digital Media Manager, EMI

Mike Dowuona, Digital Media Manager, EMI

Pettrina Keogh, MD, Gurgle.com

Pettrina Keogh, MD, Gurgle.com

Dan Cryan, Senior Analyst, Broadband Media



Dan Cryan is a Senior Analyst specialising in music, online movie issues surrounding the distribution of digital content.

He authored the Screen Digest reports Online Music: Market Analysis Forecasts and Broadband Digital Movies: European market analysis forecasts, and has been instrumental in developing many of the online Broadband Intelligence service including online movies. He has also been involved in a number of consultancy assignments

Microsoft and the European Commission, and has spoken at international conferences

including IPTV and digital content.

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Nicholas Bry, Senior VP, Orange Vallee



Immersed in digital services and content on-line since the start for strategic consulting firm Braxton, and then held a manager 9Cegetel & Club-Internet. As CMO at Club-Internet, he specific Television on demand, completing first worldwide deployment launching next-generation VOD for 9Cegetel.

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Alison Fennah, Executive Director, European Interactive Advertising Association



Alison Fennah is Executive Director of the European Interactive Association, the pan-European trade organisation for sellers of advertising. Alison helped to launch the organisation in 2002 and has overseen the development of a wide-ranging activity programme involving European agencies and advertisers with the aim of growing the European advertising market.

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Jon Radoff, Chief Executive Officer – gamerDNA



Jon Radoff is an accomplished entrepreneur of interactive entertainment communities.

He began his career creating text-based online games for early computer systems—a passion that led him to form NovaLink, which published Legends of Future Past, one of the first commercial multiplayer games in the 1990's. In 1997, he founded, raised venture capital, and recruited a management team for Eprise, an early mover in blog and wiki software. Eprise grew to over 200 people, went public on NASDAQ in 2000 and was acquired by DivX. In 2007, Jon started his latest venture, gamerDNA, with a capital investment from Intel. gamerDNA is an online game community that seeks to know gamers better than anyone else in the industry.

Shivanandan Pare, Chief Operating Officer, BigA



An MBA and BE (Electronics & Communication) having 9 years of experience in Corporate & Strategic planning, investment banking and business development activities covering Business entry strategy, M&A, debt syndication, placement, feasibility studies and associated strategic advisory services.

Shivanandan Pare started his career in 1999 with Onkyo as Asst. Manager in Maharashtra & Gujarat. Subsequently in 2001 moved into investment banking where he set up the south India operations for Meghraj Financials (Larsen & Toubro group). In 2004 Shiva joined Reliance Communication in Chennai for corporate strategy and business development.

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Eric Maillard Managing Director Ogilvy PR Paris



Eric joined the Ogilvy Group in October 2006 as Managing Director Paris where he manages a team of 30 specialists in opinion and campaign.

Among his main clients, Eric drives digital influence strategy for MySpace, Pathé, Louis Vuitton, IBM and L'Oreal. Eric graduated from the École Française des Attachés de Presse (EFAP), started his career in France as a Press Officer at KINGCOM PR agency.

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Peter Ward, Co-Founder & Co-CEO, www.WAYN.com



Peter Ward is co-founder and co-CEO of WAYN.com (Where Are You Now) with over 14 million members across 193 countries. WAYN is the world's largest web-based social network, with a focus on travel and lifestyle. Having received initial investment from Steve Pankhurst (co-Founder of Friendster), Peter - along with co-founders Jerome Touze and Mike Lines - joined full-time on a strictly part-time basis before going full-time when WAYN launched its first members in October 2005.

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Gareth Jones, Editor, Revolution Magazine



Gareth Jones joined Haymarket's Revolution magazine as Editor in Chief with responsibility for relaunching the monthly print title and overseeing its new online presence. Gareth has reported on the digital sector for over 10 years, having worked on New Media Age prior to initially joining Haymarket as its Digital Editor on Marketing. Gareth started his career as a broadcast producer making programmes for BBC Radio 4 and went on to spend two years at MediaTel NewsLine, a rolling news service for advertising planners.

Lulu Phongmony, Business Development & Marketing Manager, iVillage



Lulu Phongmony is Marketing and Business Development Manager for the world's largest women's website, iVillage.co.uk. She is responsible for overseeing and executing all media partnerships for iVillage.co.uk. She has worked with some of the biggest FMCG brands to integrate their campaigns into iVillage's winning editorial content as well as collaborating with Diva TV on a TV sponsorship campaign.

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Nenad Marovac, Board Member, Sonico/ Shazam Entertainment



Nenad Marovac has more than 17 years of venture capital and private equity investment experience in the media, telecom and technology sectors.

Mr. Marovac is the Founder and Managing Partner of DN Capital, an investment boutique focusing on investments in software and technology in Europe and the US. Mr. Marovac is a Board member of Eyeka, Shazam Entertainment, Sonico, Tbricks, Dezineforce, OLX and Chairman of Capital.

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Henrik Hoglund, SVP - Advertising Sales Europe,

Henrik Hoglund, SVP - Advertising Sales Europe, Stardoll



Ryo Murai, CEO, Beat Communication



Ryo Murai, C.E.O. of Beat Communication, an Enterprise 2.0 S Company in Japan. Ryo Murai, the founder of Beat Communic company to start the enterprise 2.0 social network in Japan. H building successful enterprise 2.0 business models within NTT NTT Data, Toshiba Solutions, Mitsui Fudosan Residential, Japar other enterprises in Japan.

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Joel Davis, Chief Executive, agency:2



Joel Davis, Chief Executive, agency:2 (66)

Joel is the Chief Executive of the UK's leading social media age Clients include Microsoft, InterContinental Hotels, Newham Co Unit, Endsleigh Insurance and MasterCard.

Previous to setting up agency:2 Joel spent 14 years working ir brand leaders including British Airways, eFinancialCareers & Ir Joel has presented at seminars on digital trends and social me events around the World. www.agency2.co.uk

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