

Within her role she focuses on sales and marketing of Embedded Secure Elements and is additionally in charge of the overall NFC MarCom activities for her business line.

Petra has conducted numerous speeches on NFC applications and developments.

Session: Public Transport & Ticketing



Sterling Hughes

General Manager, Smart Cities, Silver Spring Networks, USA

Sterling Hughes has been with Silver Spring Networks since 2004, and currently leads the development for Silver Spring's global Smart City business. While at Silver Spring, Hughes has held multiple roles, most notably leading the design and development of Silver Spring's IPv6 networking fabric and, in the process, authoring more than 10 domestic and international wireless networking patents. Prior to joining Silver Spring, Hughes was one of the core developers of the PHP programming language and spent 10 years working on high-performance websites, including Friendster, FAST Search & Transfer, and Yahoo!.

Session: Smart Cities



Francesco Iarlori

Managing Director, BizDev & Strategy, Italy

Francesco Iarlori (www.iarlori.com) covers since 2009 both editorial and management positions.

He is the Managing Director of the international consulting firm BizDev & Strategy active in Telco, Media, Finance & Transport space. Francesco has been active in the technology powered industry since the early 90s and has been an active management consultant liaising with multinational companies since this time. Past work includes the Iridium project in Arizona for Sun Microsystems and the WISHES project in Europe, which supported the first mobile payments systems in North and Southern Europe (involving Nokia, TeliaSonera, and Gemplus)

Francesco joined Omnitel in 1999 (now Vodafone Italy) where he participated in the Omnitel 2000 project (for Vodafone live!), subsequently moving to set up the Vodafone Business division. Francesco joined TTYL (a Telenor mobile branch) in 2001 and was instrumental in implementing the first cross messaging solution across Europe. Within Siemens he participated to defining and selling global solutions for media & content download, RFID-SMS parking systems and the UMTS wireless camera systems. Since spring 2007 he has worked within the Spectrum/Value Partners Group working in the mobile commerce and mobile advertising arena developing new business models and aiding technological adoption such as NFC and QR codes within the retail and brand sectors. Francesco worked also in global association such as GSMA as Project Manager, he contributed in group and publication around Mobile Commerce & NFC space and contributed to realize the NFC experience in the Milan NFC MMS 12 and Barcelona MWC 13 events.

Francesco holds a degree in computer science from Pisa University (Italy) and is an active keynote speaker, columnist in industry magazines and blogs, as well as covering advisory roles within UN and EC projects. Francesco is the Editor of Mobile Ecosystem - TheBestAdvise projects.

Sessions: World Status of Deployments | Toward Omni-Channel Retailing(1) | Toward Omni-Channel Retailing(2)



Stephane Jacquelin

NFC Product Marketing Team Leader, Oberthur Technologies, France

Stéphane is currently LTE and NFC Product Marketing and Product Management leader at Oberthur Technologies. He has held various positions as Product Marketing, Business Office, Network Design in Europe and North America over the years in network infrastructure vendors including Ericsson, Nortel and Alcatel-Lucent. Stéphane, as a result of his experiences, possesses a great deal of knowledge and experience gained from working with mobile operators in understanding the needs and the challenges operators face.

Session: Proximity Services

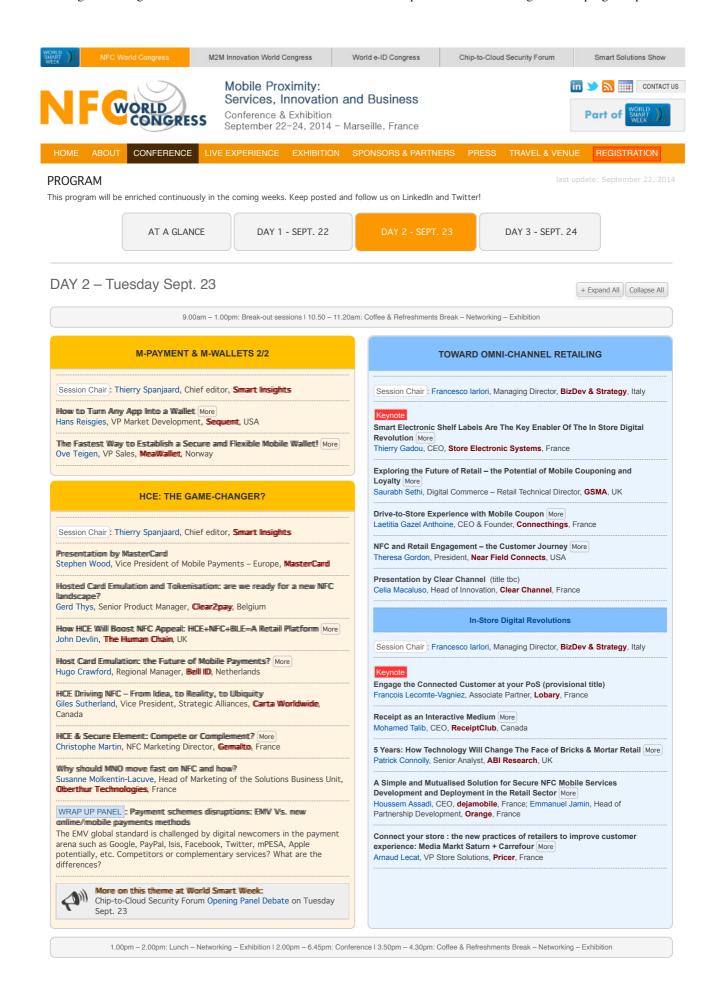


**Emmanuel Jamin** 

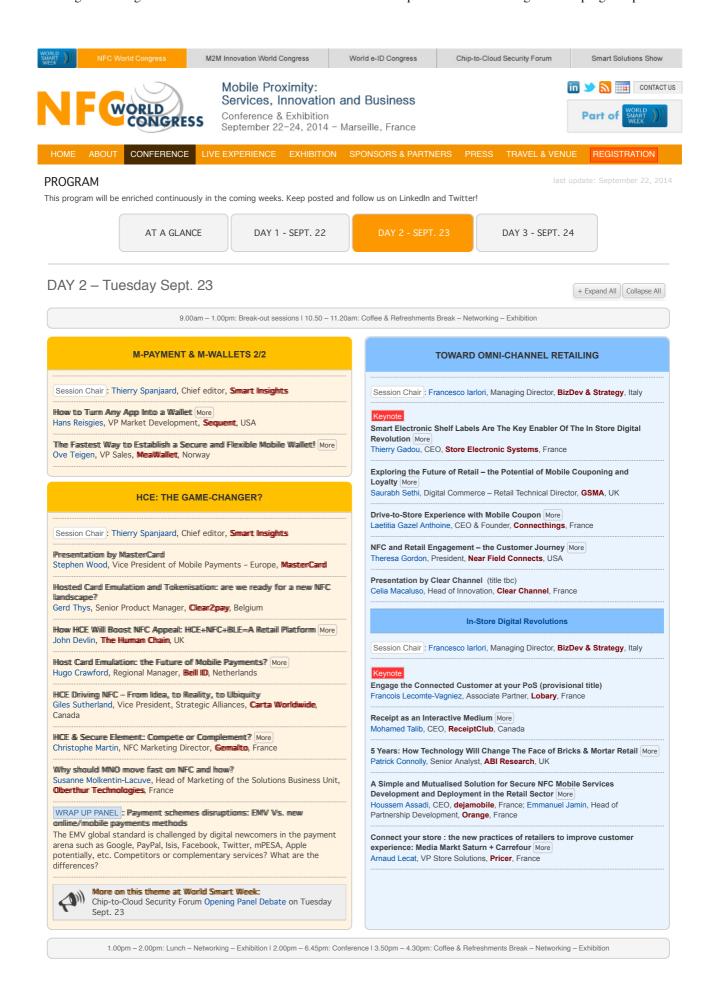
Head of Partnership Development, Orange, France

As the Head of Country and Partnership Development for Orange's Mobile Payments and Contactless division, Emmanuel Jamin's main mission is to develop mobile contactless usages (NFC, Near Field Communication) across different industries such as transportation, retail, leisure and advertising.

Sessions: Toward Omni-Channel Retailing | Public Transport & Ticketing



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