

# 19<sup>TH</sup> AIRLINE MARKETING WORKSHOP

Thursday, March 14<sup>th</sup>, 2019

## SPEAKERS



### **Mrs. Christina Carambela, Managing Director, qed market research**

Christina is a sociologist (with studies in Greece and UK), a writer, an active volunteer in humanitarian causes, a researcher by conviction, a proud mother of a daughter 25 and a son 18 years old.

She has 32 years of hands-on experience in social and market research and she is the inspirational leader of «qed» for the last 21 years. For the years 2003-2015, after being elected, she has offered her services as a volunteer in the positions of vice-president (2003-2013) and president (2014-2015) of SEDEA (Greek Association for Opinion and Marketing Research Companies).

Since 2009 she has been actively involved in the construction of a research observatory on the transition of Greek society: «People of Greece by qed». Currently she is experimenting with youth mentoring techniques and the conceptualization of research methods suitable for societies in transition.



### **Mr. Joseph Avramides, Manager, Data Protection & Compliance, AIA**

Attorney-At-Law, admitted, 1991, Athens Bar Association; 2001, Supreme Court of Greece. Education: National University of Athens, Faculty of Law; University of Leicester, England, Master of Arts in Mass Communication Research; Mr. Avramides has joined the Legal Department of AIA in 1999; In 2017 has been named “Manager Data Protection & Compliance” and assumed the exclusive duties of AIA’s Data Protection Officer (DPO), under EU Regulation 2016/679 and Compliance Coordinator, as per a related corporate policy; Languages: Greek, English and German; Other Certifications/Diplomas: DPO Executive (ISO 17024), IATA Air Law Diploma.



### **Mr. Pascal Buchner, CIO, International Air Transport Association (IATA)**

Pascal Buchner is the CIO of the International Air Transport Association since 2010. Mr Buchner has almost 26 years of experience heading IT organizations in industries that have been transformed by technologies such as the printing industry, the music and entertainment industry and the distribution industry.

He has been driving the transformation of the IATA IT department into a well-recognized fast moving group supporting the association in its digital transformation. Since 2012 he is leading the IATA innovation network helping airlines to grasp the benefits of the digital world. After achieving the ISO/IEC 27001:2013 certification in 2014, he has kept developing a comprehensive cyber security strategy aimed at protecting the money of the airlines.

Pascal Buchner started his career as a developer of military systems and worked for different IT consulting firms in the defense, manufacturing, entertainment and distribution sectors.

---



### **Mr. Patrick Schwerdtfeger, Business Futurist**

Patrick Schwerdtfeger is a business futurist specializing in technology trends including artificial intelligence and blockchain. He's the author of the award-winning book "Anarchy, Inc.: Profiting in a Decentralized World with Artificial Intelligence and Blockchain" (2018, Authority Publishing) and has addressed transportation, logistics, supply chain and distribution audiences around the world. Patrick has lectured at numerous academic institutions including Purdue and Stanford Universities and is a regular speaker for Bloomberg TV. He's the founder of Trend Mastery, Inc. and the host of the Strategic Business Insights video blog (with over 27,000 subscribers and six million views on YouTube).

---



### **Mr. Grigorios Mingas, Lead Data Scientist, easyJet**

Grigoris Mingas is a Lead Data Scientist in easyJet. In the last three years, he and his team have been applying machine learning, statistical and optimisation techniques to facilitate decision making within the business, drive revenues and cut costs. He enjoys working with internal customers and contributing to the growth and development of his team. Grigoris holds a PhD in electronic and electrical engineering from Imperial College London and has an interdisciplinary research background in Bayesian modeling and parallel computing.



## **Dr. Nikolaos Mavridis, PhD, Massachusetts Institute of Technology (MIT), Academic and Consultant in Robotics and AI**

Nikolaos Mavridis is the founder and director of the Interactive Robots and Media Lab (IRML), and a PhD graduate from the Massachusetts Institute of Technology. He has served as faculty at numerous institutions worldwide. Before his PhD from Massachusetts Institute of Technology, he was awarded an M.Sc. from the University of California Los Angeles, and a M. Eng. (Summa Cum Laude) from the Aristotle University of Thessaloniki. His research interests include human–robot interaction, and especially verbal and non-verbal communication with robots, artificial intelligence, machine perception, and cognitive systems.

Mavridis and his work has received significant media attention in the past. His work at the Interactive Robots and Media Lab received coverage from media of over than 20 countries, such as the BBC, Agence France-Presse (AFP), The National (Abu Dhabi), Al Jazeera TV etc. Apart from his academic activities, Mavridis has been an active pro-bono contributor to a number of organizations: as a mentor in The Next Generation Initiative, a vice-president and executive committee member at the MIT HSA, as a vice-chair of the Hellenic Artificial Intelligence Society, as a bid preparer and presenter and technical committee member that brought the World Robot Olympiad to Abu Dhabi, and as the founding chair of the IEEE UAE Robotics and Automation Society. Nikolaos has received certification for completing the “PhilanthropyU” courses at Berkeley Haas school of business. Furthermore, he has been an invited speaker at the World Forum for Democracy in Strasbourg, has been a TEDx Speaker four times, including Athens and Geneva, and has recently been a guest speaker at the IEEE Artificial Intelligence and Ethics summit in Brussels.

Areas of expertise: Robotics – Artificial Intelligence – Cognitive Systems