

# FERD'S LIST

of Inspiring Entrepreneurs and Leaders



Honourees 2019  
Vienna University of Economics and Business  
August 29<sup>th</sup>

# FERD'S LIST

**16:30 - REGISTRATION** Vienna University of Economics and Business



**17:00 - WELCOME**



Kjersti E. Andersen,  
*Ambassador of Norway  
to Austria*



Michael Otter,  
*Representative for foreign economy in  
the Austrian Chamber of Commerce.*

**17:10 - WHAT HAPPENED ?**

Looking into the impact of the Ferd's List nominations



Daniel Bartel,  
*CEO  
Mak3it*



Brynhild Vinskei  
*Head of Marketing Communications  
Sennheiser Communications*



Chris Slater,  
*Strategic Advisor  
Simply Business*



Boris Kolev,  
*Vice President  
Devexperts*



Bernhard Hofer,  
*CEO  
Talentify me*

## 17:25 - CELEBRATION: FERD'S LIST 2019!

Presentation and discussion with the 2019 FERD's LIST honourees



Johan H. Andresen,  
*Owner and Chairman of FERD*

## 18:25 - REFLECTION PANEL

We need more young entrepreneurs, innovators and leaders who can contribute to job creation and growth



Tjeerd Bosklopper,  
CTO  
NN Group



Michel De Wolf,  
Vice-chairman JA Europe,  
Honorary dean Louvain  
School of Management



Milica Markovic,  
CEO  
JA Austria

## 18:55 - CLOSING REMARKS

For 100 years, JA has delivered hands on, experiential learning in work readiness, financial literacy, and entrepreneurship.



Asheesh Advani  
CEO  
JA Worldwide



Andrzej Truszczyński

CEO of TKHolding

[www.tkholding.pl](http://www.tkholding.pl)

**Poland**

Andrzej Truszczyński is an architect, entrepreneur and founder of DreamWorlds and Schick Architects (CEO), operating within the project group TKHolding (CEO). The architectural group focuses on large public utilities - Aquaparks, Educational Centers, Hotels, Office buildings, Skyscrapers. In total, the buildings designed by TKHolding exceed the value of €250 million, and are visited by over 1 million users every year. Companies from TKHolding design and implement objects throughout the EU. The company invests heavily in Research and Development, making it a leader on the Architectural market in Poland in terms of using VR / AR / BIM technology (building information modeling).

All the activities he initiates are ideas out of the box', an approach he learned during the JA program. The projects are ecological, economical, effective and glamorous, everything to create a unique object. One of them is the Water Park of Tychy - an element of the city of the future, which instead of absorbing energy generates it as part of the energy cycle coupled with the city. The waste generated by the inhabitants is processed in the wastewater treatment plant. With the help of algae, all CO<sub>2</sub> is absorbed and the enriched bio-gas is produced. From this renewable source of energy, electricity, heat and cold necessary for the Aquapark are produced in the building. The excess energy is transferred to the city. At certain points in time, almost 25% of the city is heated thanks to the Water Park in Tychy, from waste generated by the city.

Andrzej holds an MSc degree in Architecture at the Silesian University of Technology, and is currently completing a PhD degree in the field of architectural gamification at the Technical University in Krakow. He is the author of several scientific publications in the field of aquaparks, gamification of architecture and conservation of monuments. He also received numerous architectural and construction awards for his work. Privately, he has PPL (A) pilot licenses to freely move in real 3D.





## Steph McGovern

Financial journalist &  
TV presenter

[www.bbc.co.uk](http://www.bbc.co.uk)

**United Kingdom**

Award winning broadcaster, Steph McGovern has been working in financial journalism for over 15 years and has been part of the BBC Breakfast family for the last eight, both as the business correspondent and main programme presenter. Steph also presents primetime BBC One consumer shows Watchdog and Shop Well For Less. In 2018 Steph made her debut as the host of long running comedy panel show, Have I Got News For You, having successfully appeared twice as a panelist. Steph also launched a new show for BBC Two; Made in Great Britain and became the host of the Dragon's Den spin-off Pitches to Riches.

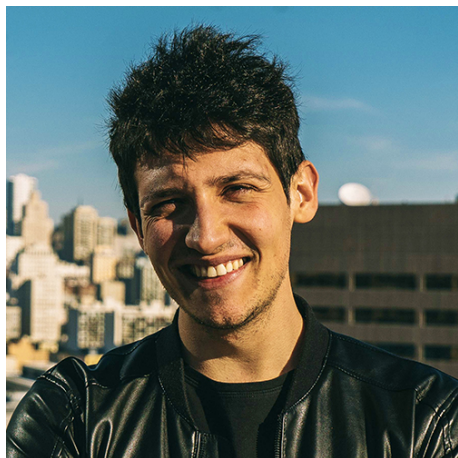
Steph travels all over the UK to cover economic and business stories for the BBC and since joining Breakfast has broadcast live from over 600 businesses. Whether she's talking to workers in factories or interviewing FTSE 100 chief executives in the studio, Steph makes it her mission to find out what's going on in the real economy. As part of her BBC News work Steph has also interviewed several world leaders, including Donald Trump.

Originally from Middlesbrough, Steph's first taste of BBC life came aged 19, when she made a guest appearance on a programme about women in science. Steph had just won the title of Young Engineer for Britain, after saving Black & Decker money on a design she created for their Leaf Hog product. Following her appearance, Steph secured work experience on Tomorrow's World and not long after, made it on to the payroll as a part-time researcher, while studying at University College London.

Never shy of putting in the hours, Steph also spent time building up her own on-air profile, which included working as a business presenter on the Chris Evans show on Radio 2 and on BBC 5 live.

Along with her daily news duties, Steph is also involved in BBC community projects, such as BBC Young Reporter and BBC School Report. Steph is passionate about education and is a mentor for young people in Teesside, running workshops for schoolchildren around the North East.

And when she's not talking money or media, Steph is a former champion Irish dancer and often attends international competitions to help coach dancers.



## Santiago Jiménez Cortés

Co-founder and CEO  
of Liight

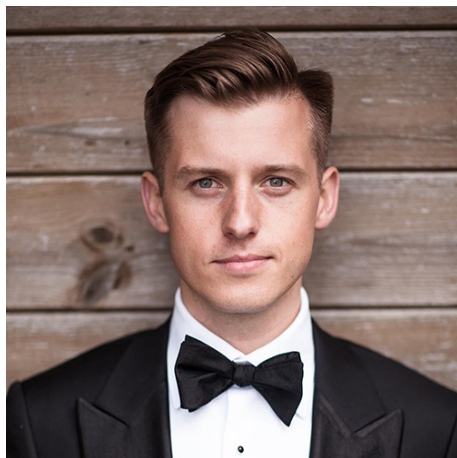
[www.liight.es](http://www.liight.es)

**Spain**

Santi is 25 years old. He is an architect and entrepreneur. He is passionate about technology, design and nature. When he was 15 years old, he started his first projects and as he reached the age of 18, he built his first startup. He completed his university degree in architecture earlier than normal and was granted a scholarship to study an MBA and several programs in leadership and business management.

He is currently the co-founder and CEO of Liight. Together with his team he has developed an app that uses gamification mechanics, AI and Smart City systems to motivate people to be more sustainable in their day-to-day activities. The app promotes the use of bicycles, public transport, shared mobility or recycling in our cities. The mission is to encourage citizens to fight against global warming by rewarding their actions with Liight, a virtual coin exchangeable in fashion, travel or leisure thanks to different partnerships with councils and brands. In the last year and a half, the app has brought about a reduction in polluting emissions by more than 350 tons CO<sub>2</sub>eq.

Santi has been described by several companies and institutions as a leading innovator and through this recognition has been able to represent Liight in various programs and obtain different awards in Madrid, Barcelona, London, Helsinki, MIT (Boston), Brussels, Copenhagen and Silicon Valley (San Francisco). Moreover, he was selected in the talent boosting program Celera and he has been winner of multiple hackathons with different technology companies. He also likes to play drums, surf and do adventure sports in the mountains.



## Danielius Stasiulis

Co-Founder of BitDegree,  
Founder of Startup Division,  
Partner at Civitta

[www.startupdivision.eu](http://www.startupdivision.eu)

**Lithuania**

Danielius is a Co-founder & CBDO of BitDegree (an online education platform aiming to revolutionize learning), Founder & CEO of Startup Division (pan-European startup ecosystem development organisation) and a Partner responsible for startups and innovation at Civitta (the leading management consultancy in CEE). Danielius is an entrepreneur at heart and a dreamer on his journey to make this world a little bit better and more exciting.

In 2017, Danielius co-founded BitDegree, an online learning platform that aims to create affordable online learning paths that would enable 1 billion people globally to up-skill or re-skill into digital careers. The platform has a proprietary learning motivation system that uses blockchain to provide milestones-based economic incentives tied to credentials so that learning becomes gamified and rewards progress. Learners get paid to learn, sponsored by donors or employers, who seek digital talent. BitDegree employs a team of 30 in Lithuania, has reached 500 thousand learners globally, 1.3m+ course enrollments and has been recognized as one of the top European EdTech companies. Danielius is now recognized as one of the global experts in Blockchain in Education and Future of Learning.

Danielius's involvement in startup ecosystems has resulted in the creation of a Civitta-backed NGO - Startup Division - that has become CEE's leading innovation lab and startup ecosystem developer. Throughout his career with startups, Danielius has consulted 300+ entrepreneurs, run or contributed to dozens of startup accelerators and incubators, including SkyDeck at U.C. Berkeley, and has co-founded four of his own startups. He is recognized as one of the startup ecosystem leaders in the Baltics and in Europe at large.

While in school, Danielius took part in the Lithuanian Junior Achievement programmes. He went on to earn a BSc from the Stockholm School of Economics in Riga (2009). There he co-founded his first major startup - AdCopy, which provided free-of-charge photocopies to students in Latvia and Lithuania by serving as a marketing channel.

Danielius loves running and mountains. In 2016, he was on the Lithuanian team in the World Trail Running Championships in Portugal.



## Christian Frost Røine

Co-founder & CEO of FELL

[www.fellmarine.com](http://www.fellmarine.com)

**Norway**

Christian Frost Røine is one of the co-founders of FELL, a tech company in the field of wireless systems. In 2014, FELL launched the first ever successful man-overboard solution, MOB+, based on wireless technology for the marine leisure boating market. Today FELL is distributed in Europe, Americas and Australia. In 2017, FELL became an OEM vendor to Mercury Marine, a Brunswick Corporation, one of the largest corporations within the international marine industry. This partnership will enhance boating technologies and give users a more integrated experience with safety and security systems in their boats.

Before starting FELL, he served in the Norwegian Coast Guard with responsibilities in SAR activities, man over board rescue and marine firefighting. The coast guard service gave Christian experience with the dangers at sea and the importance of having correct safety gear. Many of the experiences have been embedded into the solutions around the man overboard system MOB+.

He has a bachelor's degree in finance from BI International Business school in Oslo and was the leader of the school's finance investment fund for 1,5 years.

FELL as a company was started while still studying finance, through the 2013 national entrepreneurial competition with JA Norway. He started a student business together with his cousin Ove Henrik Røine and Fredrik Eriksen. Ove Henrik was also a student at BI, while Fredrik studied cybernetics at OsloMet. Together, they had the broad expertise required to write a business plan which proved that they could get things done, leading to the team winning the national competition.

Today FELL is an exciting and varied place to work with a lot of travel. The days are filled with contact with foreign clients, suppliers and partners. A typical day at the office is full of emails and administrative work, product development and Skype meetings with people in the US, Europe, Asia and Australia.

After work, Christian enjoys being active and is an avid trainer at CrossFit. On weekends, he enjoys hiking or doing cross country skiing in the beautiful Norwegian mountains.



## Karina Khudenko

Head of PwC Russia Corporate  
Responsibility Committee

[www.pwc.com](http://www.pwc.com)

**Russia**

Karina Khudenko started her career at PwC Russia (at that time – legacy firm C&L) in 1994 before she graduated from the Department of Economics at Moscow State University. In 1994, Karina worked as part-time junior consultant at C&L Tax Department while a second year student. In 1999, she was already appointed as Manager at PwC. In 2000, she successfully defended her PhD thesis in Labour Economics, being the first person from her graduation class to do so. In 2006, Karina became a Director at PwC and actively contributed to the successful growth of PwC HR and Tax consulting services. In 2009, Karina became a partner at PwC and in her current role, she is involved in a wide range of HR and Tax consulting areas and is in charge of P&O. She is leading provision of personal income tax services to global organizations and private individuals in PwC Russia. Karina advised a significant number of clients on Russian personal tax planning and tax compliance assistance. She is responsible for Global Mobility Consulting in PwC Central and Eastern Europe Partnership in almost 30 countries. Karina advised a large number of multinationals entering the Russian market on structuring employment and compensation of Russian and expatriate employees, incentive schemes, recruitment and other people management issues.

In 2018, Karina was appointed member of PwC Central and Eastern Europe Management Board - the only female partner. Consulting requires an innovative mind-set and the ability to work in a very fast-changing environment. In recent years, Karina has been involved in a number of job transformation projects including Shared Service Center in Kazan, Russia, and created several dozen new jobs in the PwC Kazan office. Karina is a frequent speaker at national and international conferences on issues related to the Future of Labour Markets and Development of Tax Legislation. She runs Taxation and HR programs in Moscow State University and other leading Russian Universities.

Karina Khudenko is Head of PwC Russia Corporate Responsibility Committee and “Green Team” in charge of a large number of projects organized to support environmental and education programs and volunteering activities.





Bonnie Chiu

Founder & CEO, Lensational

[www.lensational.org](http://www.lensational.org)

**United Kingdom**

Bonnie Chiu is an award-winning social entrepreneur, a gender equality advocate and a leading social impact and impact investing consultant.

She is the Founder and CEO of award-winning non-profit social enterprise Lensational, which equips marginalised women with photography training and digital storytelling in 23 countries in Asia and Africa. Chosen as a Forbes 30 Under 30 Social Entrepreneur in Europe, she has been invited to speak in 16 countries, most prominently at two TEDx talks and the Clinton Global Initiative Annual Meeting 2016, presented by President Clinton.

Bonnie Chiu is also the Managing Director of The Social Investment Consultancy, a social impact strategy and research consultancy with offices in London, Milan, Hong Kong and Doha. Clients include Tata Consultancy Services, Save The Children and Tactical Technology Collective. In this capacity, she convenes Women in Social Finance, a network of 100 senior-level women in social finance in London, and the Diversity Forum, a network of leading impact investors in the UK committed to diversity and inclusion.

Passionate about gender equality and diversity, she is a Forbes contributor, and was profiled as the Ambassador for Sustainable Development Goal 5 in the Lavazza calendar. She serves on various Boards, including the Global Alumni Advisory Board of the Chinese University of Hong Kong, and the Women's Housing Fund Advisory Board of Big Society Capital.

She holds a MSc International Relations from the London School of Economics, and a Bachelor in Business Administration from the Chinese University of Hong Kong with exchange semesters in Copenhagen Business School and University of North Carolina, Chapel Hill. Born and raised in Hong Kong, she has lived in 6 countries: Denmark, Singapore, United States, Germany, Pakistan, and currently, United Kingdom.



## Ray Dargham

Founder & CEO, STEP Group

[www.stepgroup.co](http://www.stepgroup.co)

**United Arab Emirates**

Ray is a media and technology entrepreneur and Founder & CEO of STEP Group, the company behind Dubai's renowned STEP Conference, which he started in 2012 straight out of college.

Following the growth of STEP Conference, Ray turned STEP into a fast growing new media startup in the Middle East, with digital content platforms StepFeed.com and YallaFeed.com, with the ambition to become the largest and most influential new media company in MENA. Ray also founded Spiderfrogs, a next generation technology provider which helps local and global brands to integrate their business with new technologies. Ray was also featured on the Forbes cover 30 under 30 issue in 2018.

He has launched a program called "dreamers" that focuses on young "future" entrepreneurs. He wants to be able to help change the region through entrepreneurship. It's exiting to be living in a market which is developping so fast and where there is so much to do. There are so many changes in culture and technology.

Ray studied at the University of Beirut earning a BA in Economics.



Leonardo Martellotto

JA Americas' President

[www.jaamericas.org](http://www.jaamericas.org)

**Argentina**

Leonardo (Leo) Martellotto is the President of JA Americas, the largest NGO in the region dedicated to inspiring and preparing youth, by activating them for the future of jobs.

JA Americas reaches more than 1.3 million students across 30 countries each year in Latin America, the Caribbean, and Canada. Leonardo leads this network and is responsible for setting the strategic direction of an organization with nearly 40,000 volunteers and more than 2,000 businesses and partners across the region. A native of Cordoba, Argentina, Leonardo began his career with Junior Achievement as an intern at the Cordoba chapter and quickly rose to become its Executive Director. During his four years leading JA Cordoba, the program rapidly expanded to reach over 75,000 students in 60 locations and recruited 35,000 volunteers from more than 200 sponsors.

Leonardo graduated from the National University of Cordoba and is currently attending the Harvard Business School Program for Leadership Development. He has been featured on CNN en Español with Ismael Cala and he has been awarded as the 2016 "Latin American Entrepreneur of the Year " by the San Ignacio de Loyola University. Leonardo has participated as a panelist during the 2015 & 2016 editions of the World Economic Forum Latin America on different sessions around the "Skills Gap" and "Employment Barriers", as well as the 2018 & 2019 editions of the "Global Education & Skills Forum" in Dubai (UAE).



## Zhang Biwei

Founder and Director of  
Art Dream

[www.artdreamchina.org](http://www.artdreamchina.org)

**China**

Zhang Biwei is the Founder and Director of Art Dream. While at university, she assisted the school by founding the alumni association, integrated the alumni resources of the past 60 years and solved one third of the students' employment problems.

After graduation, she gave up Harvard and Stanford University study, holding the opinion that public welfare industry should be a powerful speaker and practitioner protecting public interest. She founded Art Dream with 90 top universities around the world. So far, Art Dream has served over 50,000 migrant children and left-behind children in 77 cities and 105 rural places.

In 2017, she was selected to "Forbes China 30 under 30" in the field of Social Enterprise and Education, and was invited by the Bill & Melinda Gates Foundation to New York as a representative of 300 world youth elites to attend Goalkeepers in New York in 2017 and 2018.



## Emmanuel Nyame

Co-founder & Board member  
of Educational Communities  
Worldwide Inc.

[www.educom.world](http://www.educom.world)

**Ghana**

How do we move from today to tomorrow with the future in focus? Emmanuel grapples with this question regularly as he works towards his life goal of being a positive inspiration to young people around the world.

In a time of social turmoil, young people are faced with obstacles everyday in the form of mental health, poverty, unemployment, systemic hate, injustice, and prejudice. To address these obstacles, he founded Educational Communities Worldwide, an organization that helps create an enabling environment for young people particularly young girls to thrive through education, cultural awareness, and community outreach! To reach everyone, everywhere, Educom World currently operates in three continents, where it has offices with programmes running for youth empowerment and leadership skills.

In 2018, he launched his maiden book, *Rise Above*, at the United Nations Headquarters in New York, during High-Level Political Forum on Sustainable Development. *Rise Above*, #1 best-selling book, sparked conversations around the world on the need to support young people in business. *Rise Above* was praised by billionaire, Jeff Hoffman (Priceline), Jayathma Wickramanayake (UN Envoy on Youth) and many other renowned changemakers.

Innovation, Integrity, selflessness and Value Creation are pillars to his approach and it's evident through his impact. He is a Social Good Advisor at the United Nations Foundation, Advisor at SXSW, and as a highly respected social activist, consistently engaged for speaking roles and community development around the world.



## PREVIOUS HONOUREES

### 2018



Dalia Lasaitė  
Co-Founder & CEO of CGTrader



Brynhild Vinskei  
*Head of Marketing Communications*  
Sennheiser Communications



Bernhard Hofer,  
CEO  
Talently me



Daniel Bartel,  
CEO  
Mak3it



Alicia Navarro  
*Founder of Skimlinks*



Sébastien Deletaille  
Co-Founder of Riaktr

### 2017



Boris Kolev,  
Vice President  
Devexperts



Claudia Suhov  
*Founder & Creative*  
Director at Kidster



Christian Erfurt  
CEO and Co-Founder  
of at Be My Eyes



Chris Slater,  
Strategic Advisor  
Simply Business



Erik Fjellborg  
CEO & Founder at  
Quinyx



David Darmanin  
Founder & CEO at  
Hotjar

## SOCIAL MEDIA

### HASHTAGS

Please use **#FERDsLIST** for tweets and posts

Additional hashtags:

**#JAAC19** JA Alumni Annual Conference 2019

**#JA100** JA 100 years - Centennial campaign

**#IamJA** "I am JA" for JA Alumni around the world

### JA EUROPE ON SOCIAL MEDIA



@JA\_Europe



@jaeurope



@JA Europe

### FERD - JOHAN H. ANDRESEN



@FerdOwner

@Ferd\_SE

### HONOUREES 2019

Andrzej Truszczyński

Steph McGovern

Santiago Jiménez Cortés

Danielius Stasiulis

Christian Frost Røine

Karina Khudenko

Bonnie Chiu

Ray Dargham

Leonardo Martellotto

Zhang Biwei

Emmanuel Nyame

@stephbreakfast

@santijc93

@DStasiulis

@bonniesychiu

@raydargham

@LeoMartellotto

@eknyame

@BBCBreakfast

@Liight\_es

@StartDivisionEU

@fellmarine

@pwc\_russia

@LensationalOrg

@stepconference

@JAAmericas

@educomworld

## SPEAKERS

Ambassador Kjersti E. Andersen  
Michael Otter, WKO  
Caroline Jenner, JA Europe  
Daniel Bartel, honouree 2018  
Brynhild Vinskei, honouree 2018  
Chris Slater, honouree 2017  
Boris Kolev, honouree 2017  
Bernhard Hofer, honouree 2018  
Tjeerd Bosklopper, CTO NN Group  
Milica Markovic; CEO JA Austria

@KjerstiEAnders1  
@michaelotter  
@CJenner\_JA  
@danbar87  
@Brynhild09  
@chrispaulslater  
@boris\_kolev  
@Bhofer  
@NN\_Group  
@milicamarkovic\_

## OTHER ACCOUNTS TO ENGAGE

JA Austria  
JA Alumni Europe  
JA Worldwide  
JA in the UK  
JA Poland  
JA Spain  
JA Lithuania  
JA Norway  
JA Bulgaria  
JA Germany  
JA Russia  
JA Americas  
JA Africa  
JA Ghana  
Vienna University of  
Economics and Business

@JuniorAustria  
@AlumniEurope  
@JAWorldwide  
@youngenterprise  
@JA\_Poland  
@JASPAIN  
@JALithuania  
@UE\_Norge  
@JABulgaria  
@iw\_junior  
@JA\_Russia  
@JAAmericas  
@JA\_Africa\_  
@ja\_ghana  
  
@wu\_vienna

## ABOUT FERD

Ferd is a family-owned Norwegian industrial and financial group that is an active and long-term owner of strong companies with international potential and carries out financial activities through investments in a broad range of asset classes. In addition to the group's purely commercial activities, Ferd has an extensive involvement in social entrepreneurship and micro financing.

[www.ferd.no](http://www.ferd.no)



## ABOUT JA EUROPE

JA Europe is Europe's largest provider of education programmes for entrepreneurship, work readiness and financial literacy, reaching more than 4 million students in 40 countries in 2018. JA Europe brings the public and private sectors together to provide young people in primary and secondary schools and early university with high-quality education programmes to teach them about enterprise, entrepreneurship, business and economics in a practical way.

[www.jaeurope.org](http://www.jaeurope.org)

Co-funded by the  
Erasmus+ Programme  
of the European Union



## ABOUT JA WORLDWIDE

As one of the world's largest youth-serving NGOs, JA Worldwide prepares young people for employment and entrepreneurship. For 100 years, JA has delivered hands on, experiential learning in financial literacy, work readiness, and entrepreneurship. We create pathways for employability, job creation, and financial success. Each year, our network of over 465,000 volunteers serves more than 10 million students in over 100 countries.

[www.jaworldwide.org](http://www.jaworldwide.org)



## ABOUT JA ALUMNI EUROPE

JA Alumni Europe is the official alumni organisation of JA Europe. The mission of this organisation is to provide former participants of JA programs with further opportunities and experience, encourage them to strengthen their passion for entrepreneurship and build international networks of like-minded people. It was established in 2004 and currently gathers 10.000+ members from 20+ countries across Europe.

[www.ja-alumni.eu](http://www.ja-alumni.eu)



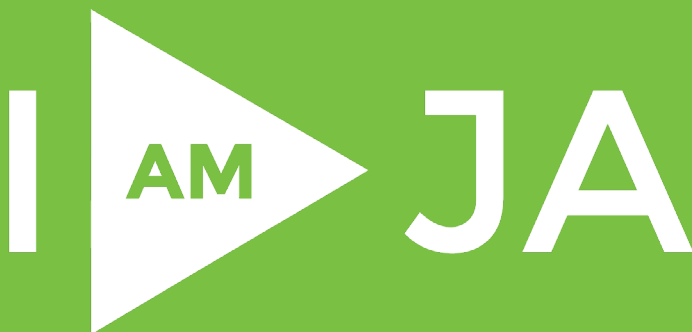




# FERD



FERD's List is a JA Europe initiative supported by FERD



**JA GLOBAL ALUMNI CONFERENCE**  
VIENNA 2019

FERD's List is part of the JA Global Alumni Conference 2019 organized and hosted by:

