

# SMES: GO DIGITAL AND GO HOME

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## D4SME Webinar Panelists list

17 June 2020,  
16:00 – 17:30 CEST,  
ZOOM videoconference



## Moderator



### **Mr John Dizard, Columnist, Financial Times**

John Dizard has been a financial journalist for 34 years. He writes a weekly column for the Financial Times called Street Talk which covers global macro investing, the political economy of currencies, energy, commodities, emerging market debt, the international and domestic credit markets, the automation of securities exchanges, and Iraqi economics and finance. He also writes for The New York Post, The New York Observer, National Review, Fortune Magazine, Institutional Investor, Fortune, Forbes, Barrons, and the New York Journal of Commerce. Previously, he was the London Bureau Chief of Institutional Investor, a correspondent for the Canadian Broadcasting Corporation, and the managing editor of Canadian Business Magazine.



## Panelists



### **Hon Stuart Nash, Minister for Small Business, New Zealand and Chair of the D4SME Global Initiative**

Hon. Stuart Nash was elected Labour MP for Napier in 2014. He was sworn in as Minister of Police, Revenue, Fisheries and for Small Business in October 2017 following the general election.

Minister Nash first entered politics in 2008 as a list MP and has been the Labour spokesperson for Police, Energy, Revenue, Forestry, Economic Development and Land Information. In his maiden speech Minister Nash described himself as first and foremost a public servant, employed by the people of New Zealand; and as a social democrat committed to sustainable economic development and growth. Prior to entering politics Minister Nash worked in senior management in small and large organisations in both the private and public sectors. His wide-ranging career has included roles in IT, sales and marketing business strategy, resource planning, strategic planning and general management.

Minister Nash completed a Bachelor of Arts (History) at Victoria University before moving to Canterbury University where he gained a Post Graduate Diploma in Forestry and a Masters in Forestry Science. He also holds a Post Graduate Diploma and Master's Degree in Business Management and a Master of Law.

## Panelists (Cont.)



### **Ms Lamia Kamal-Chaoui, Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)**

Lamia Kamal-Chaoui as the director of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE) oversees the SME Division and the D4SME initiative. Ms Kamal-Chaoui is French Moroccan and has held several senior positions at the OECD for over 20 years. Along with SME and entrepreneurship policy, Ms Kamal-Chaoui leads the OECD in work in the fields regional, urban, rural and local development, multi-level governance and tourism.



### **Tancrede de Lalun, Global Merchandising Director, Maison Margiela**

Tancrede de Lalun is a graduate in economics and of the Institut Français de la Mode. All his career in luxury and fashion industry takes place between retail and brands, having thus a large scope of the functions today known as Global Merchandising: from product creation and development to retail performances, through collectioning, merchandising, planning and buying. Houses he worked for include APC, Le Bon Marché, Yves Saint Laurent, Louis Vuitton, Printemps, Loewe and he is currently Global Merchandising Director at Maison Margiela. He also follows many young emerging brands through his implication in Institut Français de la Mode organisations such as IFM-Labels or IFM-Forward, where he is also an associated professor.



### **Siobhan Cummiskey, Director of Public Policy, Campaigns and Programs for Europe, the Middle East and Africa, Facebook**

Siobhán Cummiskey is the Director of Public Policy, Campaigns and Programs for Europe, the Middle East and Africa at Facebook. Siobhán and her team work on programmatic responses to policy issues affecting Facebook, including the emerging regulation of technology, economic impact, media literacy and research. Prior to joining Facebook in 2012, she worked as a human rights lawyer, holding the position of Managing Solicitor of the Irish Traveller Movement Law Centre and co-chair of the Irish Council for Civil Liberties. Siobhán is a qualified lawyer in Ireland and the State of New York and holds a LL.B. from the University of Dublin, Trinity College and a first class honours LL.M. in Human Rights Law from the University of Nottingham.



## Panelists (Cont.)



### **Michael Luca, Lee J. Styslinger III Associate Professor at Harvard Business School**

Michael Luca is the Lee J Styslinger III Associate Professor at Harvard Business School, and co-author of *The Power of Experiments* - a book on the rise and role of experiments in companies and government. Professor Luca serves on the board of directors at the National Association of Business Economics, the academic advisory board of the Behavioural Insights Team, and the advisory board of the CNBC Technology Executive Council, and is a faculty research fellow at the National Bureau of Economic Research. At Harvard Business School, Professor Luca teaches *From Data to Decisions: The Role of Experiments*, an elective course about the rise of experiments in organizations, and the role that they play in decision making. He also teaches an elective course in which student teams develop interventions based in behavioral economics for government and company clients, called Behavioral Insights.



### **Didzis Dejus, Managing Director, Baltics 3D Ltd**

Didzis Dejus is the Managing Director of Baltics3D.eu, a 3D printing company from Latvia that provides 3D printing services in Baltics - Rapid Prototyping and Direct Manufacturing with professional 3D printers from Stratasys using PolyJet Photopolymers and FDM Thermoplastics.



### **Ms Sandrine Kergroach, Deputy Head of SME and Entrepreneurship Division, OECD**

Sandrine Kergroach is senior economist and Deputy Head of the SMEE Division at the Organisation for Economic Co-operation and Development (OECD). Sandrine has joined the OECD Centre for Entrepreneurship, SMEs, Regions and Cities in 2017 for developing analytical work on SME business conditions, performance and policies. Building on her experience in the fields of science and innovation policies and the monitoring of policy mixes for innovation, Sandrine coordinates OECD work on SME innovation, digitalization and internationalisation, and the production of the new report on OECD SME and Entrepreneurship Outlook.

