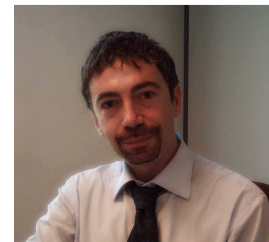


Speaker Biographies

Simone Baldassari

DG Enterprise, Entrepreneurship Education



Simone Baldassari is responsible for the file "Education for entrepreneurship" in the Directorate General for Enterprise and Industry of the European Commission. He liaises with national and regional administrations, coordinates the work of Expert Groups established at European level and is the author, co-author or coordinator of Commission documents and research in this area. In particular, he was responsible for the Communication on "Fostering entrepreneurial mindsets through education and learning" (2006) and for the "Oslo Agenda for Entrepreneurship Education in Europe" (2007). He was recently in charge of two Working Groups on "Entrepreneurship in Higher Education" and on "Entrepreneurship in Vocational Education and Training".

Jeroen Meens

Owner at Cynex



Jeroen Meens is co-founder of Cynex, a financial services and consulting firm. Previously, he co-founded Sinfilo (acquired by Telenet), Location Based Service provider Navitell (stake sold to Essec Telecom), online retailer Sorry Jeans (pulled the plug themselves), the world's largest living lab i-City (taken over by a consortium of Microsoft, Concentra, Telenet, Siemens and LRM; later placed under IBBT) and City Live (exit via management buy-out).

Madi Sharma

European Economic and Social Committee



Madi is a businesswoman who currently runs the Madi Group, a group of private sector and not for profit companies with a philosophy to create innovative ideas tailored to local action which can achieve global impacts beneficial to society

The Group includes an import/export company, **the ethnic trail...** which actively creates entrepreneurs across Europe and Madi Magnesium a successful consultancy which supports SMEs and companies to overcome their challenges. Additionally her business brokerage I3, works with international companies and Governments on global deals selling commodities and properties. Madi's latest project is establishing a global education model and building schools in India.

Madi is a public speaker, particularly in the field of entrepreneurship, diversity and gender balance where she presents and teaches in schools and to forward thinking organisations. The experience was gained when Madi began her first company from her kitchen at home, which grew to 2 factories and 35 staff, for which she received the honours of Asian Woman of Achievement and UK's Best Boss.

Additionally Madi is a member of The European Economic and Social Committee in Brussels, representing the employers group of the UK. Her home life is dedicated to her two teenage daughters.

Suat Lemi Sisik

YES Director General



Mr. Suat Lemi Sisik was born in Stuttgart on 1 December 1968. He holds a Turkish nationality. He has a Bachelor of Science degree in Mathematics from Bosphorus University in Istanbul along with specialisation in Actuarial Science in 1991. Then he has a Master of Arts degree on Banking and

Insurance in 1994 and a MA degree on European Economic Community Studies from Marmara University in Istanbul in 1997. His academic career continued at Vrije Universiteit Brussel in Belgium with another Masters degree on European Economic Integration in 2001. Currently, he is finalising his Ph.D. at Université Libre de Bruxelles on applied economics.

He has followed some specialisation courses on "Practical General Equilibrium Modelling with GAMS" and "Advanced General Equilibrium Modelling with GAMS" in EcoMod Network at l'Université Libre de Bruxelles in 2002, and "Advanced GAMS: Improved Use, Model Debugging and New Features" Texas A&M University in Texas, USA also in 2002.

Mr. Sisik started his working experience as a mathematics teacher at Kalamış High School in Istanbul in 1991 and continued until 1995. During the academic year 1995-96 he was in the mathematics and statistics department of Koç University in Istanbul as a teaching assistant. He continued to remain at the same institution as an instructor until the end of the academic year 2000. From October 2001 till July 2002 he was in the internship programme at the European Commission, DG Regional Policy, Geographical Unit of Greece, E1. Currently, Mr. Sisik is a research fellow and instructor at EcoMod Global Modelling Network and is the Permanent Representative of the Young Businessmen Association of Turkey - TÜGİAD to the EU since 2002. He is the Director General of the European Confederation of Young Entrepreneurs – YES since 2008. Mr. Sisik speaks English, French, Italian and German along with his mother tongue Turkish.

Lorenzo Mulè Stagno
Entrepreneur, SME Week Ambassador



Lorenzo Mule Stagno is, by profession, an educator, having graduated as a teacher of Mathematics and Physics in 1988 from the University of Malta. After several years of teaching, he changed his direction and entered the world of business by founding a communications agency (which he still manages). In 2004 he obtained his MBA from Grenoble Graduate School of Business, and was then asked to manage the same school's Maltese campus for a while. In 2005, Lorenzo became co-owner and director at Allied Consultants Ltd., a Management Education, Business Consulting and Market

Research firm. He was also appointed programme director of Henley Business School (UK) in Malta, after Allied Consultants became Henley Associates for the region. Besides being a tutor on the Henley MBA and delivering lectures at Vlerick Leuven Ghent Management School (Belgium) and the University of Malta, he also delivered various programmes in a wide variety of business and personal development subjects in Malta and overseas, to both private companies and governmental institutions. His entrepreneurial urge has involved him in a number of projects, both in his own capacity and in a consulting role for clients. Not managing to keep still, he also involved himself in a number of Market Research projects including country reports, social research, competitor intelligence, focus group discussions and a multitude of surveys. His latest pet project is the setting up of the Malta Business School. He is a 45 year old Maltese citizen, married to Ingeborg (German) and has one daughter Claudia. He has too many interests to realistically follow, so he has decided, for a while, to do nothing instead.

Subjects taught include: Strategic Management and Business Planning, Marketing & Communications, International Marketing, Entrepreneurship, Leadership, Personal Development, Time Management, Negotiation Techniques, Inter-cultural Management, Assertiveness & Communications Skills, Creativity and Problem Solving, Innovation Management, Sales Management, Sales Techniques, and Customer Care.

Catie Thorburn

President, Generation Europe Foundation



Catie Thorburn is a "social entrepreneur" born in Scotland but resident in Belgium for the past 35 years. She is an experienced international business networker, with high level personal contacts in media and government relations and hands-on ability to create and motivate.

As the President and the driving force of Generation Europe Foundation, which she established in 1995 (and which now operates in 29 countries), she has helped create a communication platform between Europe's young citizens and future leaders, the private and public sectors. Several million

young people benefit each year from the awareness campaigns run through the publishing activities, online interactions and broadcast events.

Prior to this she created and ran a multinational in the field of publishing and software localization, and took it onto the New York Stock Exchange (Nasdaq) in 1986. She was a Consultant for the Eurexpansion Group and the international director of the "Club de Bruxelles", a leading European think-tank.

She is a Board member of several NGOs in Bruxelles, France, Romania, Greece, United Kingdom and Spain and is an accomplished musician.

Her hobbies are writing, gardening, bee keeping, supporting young musicians and entertaining.

Catie's first maxim in life is; "Small is beautiful if you think big"! Her second maxim is; "Ask a busy person if you want something done!"

Simon Ulvund

Co-founder of the Hub - Brussels



I have never lived anywhere longer than three years. In my youth I had a strong interest in arts and culture and after some years pursuing that I ended up in the financial industry working as a financial analyst. My educational background is with the Kaospilots and I have initiated several small businesses experiencing both the success and the downfalls of such ventures.

Where I am: Based in Hub Brussels, I work with setting the frames for the hosting team and work with business development, trying to come up with new products that can benefit the Hub. I am passionate about the Hubs importance in the world and how we can grow a more positive world together.

Where I am going: Trying to develop Intangible Value based products and Business models that benefit network based communities like the Hub.