



## EFAA International Conference - Digital Transformation of SME Amsterdam, 27 June 2019 –

### Speaker Biographies (in alphabetical order)



**CA. Manu Agrawal** is a practicing Chartered Accountant and Founder partner of CA Firm Manu Agrawal & Co. established in 1987. He is an elected Member of the Central Council of the Institute of Chartered Accountant of India (ICAI) for the term 2019-2022 and Chairman of Digital Accounting and Assurance Board of ICAI for the Council Year 2019-20. He is also the Member of the following Committees of the ICAI for the Council Year 2019-20:

- A) Indirect Tax Committee
- B) Direct Tax Committee
- C) Disciplinary Committee

He is the Member of Merchants' Chamber of Uttar Pradesh and held various positions in ICAI as Vice-Chairman of Committee on Information Technology, Committee for Public Finance and Government Accounting ICAI the Council Year 2016-17. He was elected as the member of Central India Regional Council of ICAI for 2010-2013 and further elected as Treasurer of CIRC for the year 2010-2011 and Vice Chairman CIRC for the year 2012-2013.

CA. Manu Agrawal is the regular speaker in National and Regional Seminars conducted by ICAI and other professional bodies. He has designed and Conceptualized the free Mobile App TAX RECKONER on android platform which has over 25000 downloads.

He has been awarded a medal by Indrajit Jain Smri Foundation for excellence in the field of Information Technology.



**Bart van Beek** is product manager we.trade for Rabobank. we.trade is the blockchain-based digital solution which simplifies international trade for companies by managing, tracking and securing trade transactions. Companies can act easily and efficiently with more confidence in their supply chain. Bart actively participated in the technical, functional and legal creation of we.trade, the first live blockchain platform for trade finance.

Bart has extensive experience in the Payments industry with expertise in the customer cash management cycle, operations and product management. Bart is continuously searching for new collaboration and technologies to improve the customer journey in international trade and break the traditional boundaries which customers experience when going abroad.

Bart studied at the University of Groningen NL and has a master degree in Technology management.



**Martin de Bie** is the Chair of EFAA's Digital Working Group. Since January 2016 been advisor New Technology & Innovation at accounting firm 216 and also head of future Labs. Starting his career in 1992 at a SMP in Rotterdam Martin got to learn much about how new technology could benefit the business and built up a strong international network within the accounting industry and connected suppliers in the supply chain. He worked for 2 years at a leading cloud accounting solution Exact in the Netherlands as an AM for the top 15 Accounting firms. Martin writes blogs and speaks about the future of the accounting industry with Fintech, API, Big Data, AI, PSD2 and Blockchain and that technology and digitalisation is an opportunity for the business to reclaim the position as trusted advisor and develop new services with real time added value to clients. 216 is a frontrunner in using new technology in their services in the Dutch Accounting industry and has 9 offices in the Netherlands and 80 people employed. In 2017 Martin was appointed as member of the European Multi-Stakeholder Forum on Electronic Invoicing to represent the EFAA. He has a bachelor's degree, and 216 is member of EFAA's Dutch member NBA.



Prof. **Elbano de Nuccio** is a Chartered Accountant, a Certified Public Accountant (CPA) and a Registered Auditor with a Master's degree in Business Administration and a Ph.D. in Economics. He owns a professional practice as Dottore Commercialista and statutory auditor and is a partner of the international law firm Studio Legale Grimaldi. He has a multi-year experience in business administration, corporate advisory services, accounting, taxation and financial advisory for private companies and public sector entities operating at national and international level and planning and management control.

He holds institutional offices on national and international entities:

- President of the Ordine dei Dottori Commercialisti and Esperti Contabili of Bari, local professional branch of CNDCEC. In this role, as well as his previous role as Secretary Council Member, he is engaged in all the diverse areas of the profession, from ethics to the development of the profession, disciplinary proceedings to operations and financial administration of the entity, the compliance of the entity with relevant regulations and laws to the relations with relevant institutions.
- member of the Executive board of the Organismo Italiano di Contabilità, the Italian accounting standard setter
- University Researcher and professor in Business Administration at the University of Bari Lum Jean Monnet as well as a visiting professor at the Bocconi University in Milan in Business Administration.
- he joined the IFAC Board, appointed by the Consiglio Nazionale dei Dottori Commercialisti e degli Esperti Contabili (CNDCEC), in November 2017 and previously served for 2 terms on the International Ethics Standards Board of IFAC.
- Italian member of the Edinburg Group.



**Noël De Rudder** is a member of EFAA's Digital Working Group and is digital technologies adviser at EFAA's Belgian member IEC-IAB. He is a certified tax accountant with large focus on software consultancy and compliance automation. Since 2010 he has been the co-owner of CaseWare Belgium & Luxembourg, a software company that provides integrated solutions for accountants, bookkeepers and auditors which centralizes, digitalizes, and computerizes entire work flows. Noël started his career with KPMG. He is vice-president of the BeExcellent Commission of IEC-IAB. Furthermore he loves playing around with Microsoft Excel. He is the author of the book "Excel for economic professions" and founder of the website "[www.Excel-for-Accountancy.be](http://www.Excel-for-Accountancy.be)". Noël lives near Antwerp, Belgium. He has a bachelor's degree.



**CA Hans Raj Chugh** is a Central Council Member of ICAI and Vice-Chairman of the Committee for Members in Industry and Business (CMI&B) and Capital Markets and Investors Protection. He has more than 28 years of experience in the professional accounting practice relating to Audit, Taxation and Advisory services. He is a regular speaker on the Economic laws of India and also on economic issues of the Nation.

He has also served the profession at Regional level during the term 2010-13 & 2013-16.



**Jaap van den Herik** studied mathematics (with honours) at the Vrije Universiteit Amsterdam and received his PhD degree at Delft University of Technology in 1983. In 1984 he was visiting professor at the McGill School of Computer Science in Montreal. Thereafter, he was subsequently affiliated with Maastricht University (1987-2008), Tilburg University (2008-2016) as a full professor of Computer Science and with Leiden University as part time professor of Computer Science and Law (since 1988). So far, he was supervisor of 82 PhD researchers.

As professor of Computer Science and Law, he addressed in his inaugural address (1991) the question: Kunnen Computers Rechtspreken? (Can Computers Judge Court Cases?). In 2014 he founded the Leiden Centre of Data Science (LCDS) together with Joost Kok and Jacqueline Meulman.

Van den Herik's research interests include artificial intelligence, intelligent legal systems, big data and social innovation. In 2012, he received an ERC Advanced Grant together with Jos Vermaseren (PI, Nikhef) and Aske Plaat, for the research proposal "Solving High Energy Physics Equations using Monte Carlo Gaming Techniques." Van den Herik received a Humies Award in 2014, for his work on chess programming together with Omid E. David, Moshe Koppel, and Nathan S. Netanyahu.

Van den Herik has been active in many organizations and advisory boards, such as the Belgian Netherlands Association of AI (honorary member), JURIX (honorary chair), the CSVN (honorary member), the ICGA, ToKeN, Catch, the consortium BiG Grid, and Legal Delta. Furthermore, he is a fellow of the European AI community (EurAI), and member of the Royal Holland Society of Sciences and Humanities.



**Femke Hogema** is a speaker and bestselling author of two management books. She is currently writing her third book. It's her mission that all entrepreneurs build a healthy and profitable business. Femke inspires accountants and CPA's to become a Profit Advisor, so they can help their clients reach their business goals.

Femke's keynotes are practical and interactive. You will leave her keynote inspired to help your clients take steps towards more profit.



**Marco Lourenco** is the Lead Cyber Security Analyst at the European Network and Information Security Agency (ENISA). With more than two decades of experience in Cyber Security and Digital Transformation with various organizations including the World Bank, EU Council, United Nations, FreeBalance and Microsoft supporting 15+ governments across three different continents. He began his career in fraud and forensic analysis during the 90's and completed his Masters in Information Security from Solvey Business School in 2007.



**Erik Kolthof** is project leader innovation, at NBA. As project leader innovation my main goal is stimulating and speeding up technological and social innovation in our sector. The community Accounttech is one of the successful initiatives with a focus on SME accountants.

I have been working for the NBA since 2016 where in recent years the focus has been on trends and developments in the field of the finance professional / accountant in business, such as ‘the future profile of the finance professional’, technology, sustainability, but also labor market developments. Before 2016 I worked for Yacht and Randstad Holding in various national and international positions such as global leader professional concept and competence director Finance. Main responsibilities were business & concept development, knowledge development and knowledge sharing.



**Enrico Palmerino** launched his first startup, ThinkLite, from his dorm room which grew to \$8.5M ARR before he graduated. He then invested in SmartBooks joining as their Managing Director, and helped grow the tech enabled accounting solution from 6-40 employees in 3 years before exiting. In 2015 Enrico founded botkeeper which built the first robot bookkeeper by combining machine learning and skilled accountants. Delivering the fastest, most accurate, and lowest cost bookkeeping available, botkeeper has raised \$22.5M from firms such as Google and serves 1000s of companies and accounting firms. Enrico is also on the Board of Fidelity Bank and GVNA Healthcare.



**Judith Redi** is Head of Data Science at Exact. With a PhD in Machine Learning and over a decade of experience of working within the realm of Artificial intelligence, she is working to transform Exact into “the data science department of each and every one of its customers”. By leveraging AI, Machine Learning, and big data technology, she is developing the next generation of Exact products, which will not only boost accounting efficiency through smart automation, but will also allow each and every one of Exact’s customer to be fully data-driven, based on rich financial insights delivered in the software. Prior to joining Exact, Judith was Assistant Professor in Computer Science at Delft University of Technology, where she still holds an affiliation as researcher. Within her time at TU Delft, she worked on key research projects with both IBM and Philips, was the recipient of the prestigious VENI award for top young researchers.



**Bodo Richardt** has been an accountant for over 30 years. He has worked in a variety of professional practices including practices of sizes ranging from the big 4 to SMPs working in his native Germany, France and the United States. He has experienced and enjoyed working on international and national standard setting boards including the International Auditing and Assurance Standards Board (IAASB) and the Institute of Public Auditors in Germany (IDW). He has also had the possibility to serve the auditing profession as Bavarian President and a member of the Wirtschaftsprüferkammer Advisory Board. He currently works as a self-employed practitioner (SMP) to SMEs and family owned businesses where he specialises in the provision of expert opinions on audit and accounting related questions, business valuations, mediation and arbitration.



**Paul Thompson** joined EFAA in January 2017. Paul trained with Touche Ross & Co., London and is a fellow of the Institute of Chartered Accountants in England and Wales. After a career in academia spanning the UK, Singapore and Malaysia Paul worked for IFAC from 2004 to 2016 latterly as Director, Global Accountancy Profession Support, which included responsibility for IFAC's support for SMPs. Paul also serves on the SME Implementation Group, an advisory body to the International Accounting Standard Board and is a member of Nottingham University Business School Malaysia's Industry Advisory

Board.



**Berry Wammes** has been the director of the NBA since 2011. Before that, he was the general director of NIVRA, he was appointed as the first non-accountant for this position in 2009. After the successful merger with NOvAA, Wammes focused primarily on professional development, regulations and supervision, and international activities (IFAC and Accountancy Europe). Berry Wammes has a work history in the media and communication sector and ended up with PTT Post and KPMG Consulting at KPMG as Director Marketing & Communication, after which he switched to NIVRA.



**Clive Webb** is the Head of Business Management in ACCA's Professional Insights team. Clive leads research projects that cover the agenda of the CFO, across a range of businesses, from technology and reporting through to skills and careers. Prior to joining ACCA Clive had an extensive career at KPMG in various roles including financial statement audit, IT Audit and Attestation and latterly as a global Director of Learning and Development for their Advisory function.



**Véronique Willems** is representing Crafts and SMEs in Europe as the Secretary General of SMEunited (formerly known as UEAPME) since January 2017. Beforehand and as from 2009, she was the Head of European affairs at UNIZO (SMEunited Belgian member organisation) and was responsible for advocacy on policies affecting SMEs at EU-level. In January 2016, she was nominated deputy to the SME-representative for Belgium at the European Economic and Social Committee. Ms Willems started her career at UNIZO in 1999

as Policy Officer in charge of education, training and SME counselling and went on to work at the regional office (Vlaams-Brabant & Brussel) as responsible for advocacy at regional level, mentorship programs and individual counselling for entrepreneurs. Ms Willems holds a Law degree from Vrije Universiteit Brussels and a Master's Degree in Commercial sciences / Business management from VLEKHO Brussels.



**Onno Wouters** is a Chartered Accountant and partner business analytics at Coney. Coney is a data-driven Firm with an audit practice. Coney is reseller of different data analytic tools, process mining tools and GRC Tools and with the Coney Academy we train CFO's, Controllers and other enthusiasts with a data-driven mindset. Onno started his career at BDO and became a data driven auditor at Coney in 2014, in 2018 he became Partner Business Analytics. As a data-driven auditor we try to maximize the use of data-analytics in

our audit approach as much as possible. We experience every day there's a lot to be done in the data-analytics field.