



## Our Speaker Biographies

### Ali Dehghanpour

I'm Ali Dehghanpour, a Design Lead at Zettle by PayPal in Stockholm, Sweden.

My primary focus revolves around user experience and accessibility, as I proudly serve as one of the accessibility champions within PayPal. My goal is to, with help of my colleagues at PayPal to lead the charge in making an inclusive and user-friendly apps and services for our users.

Throughout my 11-year career as an Interaction and User Experience Designer, I've had the privilege of tackling diverse projects across a wide range of industries and sectors. From mining and automotive to infrastructure, telecommunications, and fintech, I've gained invaluable expertise in various fields.

My unwavering passion for accessibility is deeply rooted in my commitment to ensuring

that the products and services I help create do not contribute to any discrimination. I firmly believe that everyone should have equal access and opportunity. This dedication fuels my determination to build inclusive solutions that can be utilized and enjoyed by individuals from all walks of life.

Through my design skills and a genuine desire for equality, I am hoping to make a positive impact in the realm of accessible user experience. I strive to help pave the way for a future that prioritizes accessibility and inclusivity, where individuals of diverse abilities can fully engage with and benefit from the digital world.



## Alejandro Moledo Del Rio

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European Disability Forum (EDF) Head of Policy.

Mr. Moledo leads and coordinates EDF's advocacy and policy work at EU level, and supports the work of the European Parliament Disability Intergroup.

Among other areas, Mr. Moledo has developed policy positions and recommendations regarding political participation of persons with disabilities, accessible Information and Communication Technologies, Assistive Technologies and different standardisation activities.

Mr. Moledo holds a Bachelor's degree with honours in Journalism from University of Valencia (Spain, 2005-2010), including one year at York University (Canada), as well as a Master's degree in political and corporate

communication from University of Navarra and George Washington University (Spain and US, 2011-2012). During his bachelor's studies he worked as communication officer for a political group within the parliament of the Valencia Region (2009 and 2010). After working as a journalist in digital media and a communication agency in Andorra, he started working in a European public affairs company (Madrid) in 2012, before joining the European Disability Forum in 2013.

Mr Moledo is also member of the Spanish Blind Organisation (ONCE), for which he worked as a journalist and regional representative of young visually impaired people inside the organisation (2008-2011).

## Anna Drabarz

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PhD at Law; researcher specialising in anti-discrimination law and socio-legal aspects of disability; cooperating with several universities on introducing accessibility into academic environments; actively involved in disability persons organisations at regional and national level (since 2019 Polish Disability Forum board member); expert and mentor at monitoring accessibility in law making and law enforcement processes; in the Polish

Ministry of Funds and Regional Policy dealing with transposition of the European Accessibility Act; member to the ODHIR's Advisory Panel for the Political Participation of Persons with Disabilities; currently working on the pilot project for the supported decision making system in Poland and the equal opportunities act.

## Bárbara Martín Muñoz

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Bárbara Martín is the Vice President of the European Blind Union (EBU) since October 2015. She has two degrees: Law and Politics from the University of Granada and the Open University respectively, both of Spain. She has a vast experience in European affairs and international relations due to her work during 11 years in the Technical Office of European Affairs of ONCE (Spanish National Organization of the Blind) promoting the rights of persons



with disabilities in the institutions of the European Unión, World Intellectual Property Organisation (WIPO) or International Organization of Standardization (ISO), among others. Bárbara is 48 years old, speaks Spanish as mother tongue, English and Italian

## Bianca Prins

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Bianca Prins is Global Head of Accessibility at ING Bank, and trailblazer in the international business disability community. She is a pioneer in the development of a global strategic Accessibility approach to include people with a disability in banking. Bianca shares her



insights on accessibility, challenges of disability inclusion, and struggles towards a disability inclusive world in regular LinkedIn articles and postings.

## Bruce Roch

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Bruce Roch is the Head of Adecco Inclusion, dedicated solutions aiming at making the future work for everyone across the Adecco geographies. By developing specific business led & social oriented activities, Adecco Inclusion helps companies access to more diverse talent pools and facilitate employability for underserved populations, as well as leveraging upskilling/reskilling against long term unemployment.

Prior to his current role, he ran Corporate Social Responsibility & Solidarity for The Adecco Group in France, which includes the French Adecco Group Foundation and the in-house HR research & development Observatory (Lab'Ho).

Between 2006-2009, he has been leading the Innovation & Diversity Unit at Adecco France, setting group policies against discriminations and for equal opportunities at work in such areas as gender equality, ageing workforce, racial/ethnic discrimination or disability inclusion. In addition, he led the Disability & Skills program for the Adecco Group, and was founder of the Business & Disability initiative undertaken with partner companies in association with the European Commission.

This initiative was somehow a prequel to the ILO Global Business & Disability Network.

Before 2004, he worked as an executive search consultant within Alexandre Tic company, where he launched a dedicated practice for the dotcoms, or coordinated the ISO quality management standards.

Last, from 1996 till 1998, he helped set an innovative fundraising policy through products and retail at Handicap International, now Humanity & Inclusion, the NGO which was one of the co-recipients of the Nobel Prize for their action in the worldwide campaign to ban landmines in 1997.

Bruce is a graduate of EMLyon Business School, proud husband and happy dad of 3.

He also serves as a trustee in the board of nonprofit organizations such as France Terre d'Asile, Club 21e siècle, Enactus France, Tous en stage, and is honorary chair of the French Association of Diversity Managers (AFMD). Bruce is the co-author together with Robert Beroud of "7 tempes to conjugate not to discriminate" which was published (Fil Rouge Editions) in 2021.

## Catherine Naughton

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Catherine is the Director of the European Disability Forum (EDF), a unique platform which brings together representative organisation of persons with disabilities from across Europe. She is also the Vice President of the Social Platform. Social Platform is the largest network of European rights- and value-based civil society organisations working in the social sector.

Catherine has an academic background in public health, and 25 years of experience in the

field of disability- with a particular focus on inclusive development: the rights of persons with disabilities in low and middle income countries.

She has worked in many countries, and at the EU and International level in promoting the inclusion of person with disabilities in mainstream development and humanitarian programmes.



## Daphne Ahrendt

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Daphne Ahrendt is a senior research manager in the Social Policies unit at Eurofound. Since joining Eurofound in 2013, her work has covered a broad range of social policy areas. At present, she coordinates Eurofound's survey management and development activity and leads the preparation and analysis of the COVID-19 e-surveys. Daphne has more than 20 years of experience as a researcher working on international surveys, having previously worked in the Eurobarometer Unit at the European Commission and at the National

Centre for Social Research in London where she worked on the International Social Survey Programme. Daphne holds a Master's degree in Criminal Justice Policies from the London School of Economics and a Bachelor's degree in Political Science from San Francisco State University.



## Esa Kaunistola

Esa Kaunistola is Director, Trade and Industrial Policy, European Government Affairs with Microsoft. He also leads Transatlantic relations, accessibility policy and diversity and inclusion in Microsoft Brussels office.

Prior to joining Microsoft he was Director, Trade Policy and before that Director, Finance Legal, with Nokia Group where he also held other senior business and corporate legal counsel positions. He was also trained at the bench and acted as a Deputy District Judge in District Court of Raseborg.

He represents Microsoft and chairs and has chaired many trade and digital committees and policy groups in various industry organisations and trade associations, including Digitaleurope, BusinessEurope, European Services Forum, EK/Confederation of Finnish Industries, and Finnish Chamber of Commerce.

He graduated in Law (Juris magister) from the University of Helsinki. He also holds a Master of Laws degree from the London School of Economics and Political Science.



## Fernando Machicado

Stakeholder Engagement Coordinator at UNE. Secretary of CEN/CLC/ETSI JTB eAcc and CEN/CENELEC JTC 11

Fernando Machicado is the expert in charge of standardisation at the Core Team of AccessibleEU.

He is the Stakeholder Engagement Coordinator at UNE, the Spanish Association for Standardisation. As part of his work with key stakeholders, he coordinates the Accessibility Standardisation Programmes of UNE.

He managed the drafting of the 1st International and European standards on the accessibility of the built environment (ISO 21542:2011 and EN 17210:2021, EC Mandate M/420), as Secretary of ISO/TC 59/SC 16 (2010 to 2019) and of CEN-CENELEC JTC 11 (from 2015). As Secretary of the CEN-

CENELEC-ETSI Joint Technical Body on eAccessibility (from 2013), he has been involved in the management of the works of the 1st European Standard on the accessibility of ICT products and services, EN 301 549, drafted under EC Mandates M/376 and M/554. He has also participated on R&I projects related to Active and Healthy Ageing (PROEIPAHA, PROGRESSIVE).

His current accessibility challenges are AccessibleEU and, in his role of Secretariat of European Technical Bodies, the revisions of EN 17210 (accessibility of the built environment), of EN 301549 (accessibility of ICT products and services) and of two of the Technical Reports that support EN 3014549, on award criteria and conformity assessment.



## Gurpreet Kaur

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Gurpreet Kaur is VP of Accessibility & Inclusive Design at Mastercard, where she is breaking barriers by integrating accessibility and disability inclusion within all product development processes, tools, and functions; so that customers, consumers, and employees can all experience our products and services equally. Gurpreet is a proven leader in the Accessibility space. In her former role, she was the head of Global accessibility at



Twitter. Gurpreet has experience in bringing systemic changes that are key to shifting work culture, thinking beyond compliance, and enabling accessibility to be a core business value. She is certified as CPACC Accessibility professional and identifies as a woman of color and a person with a disability.

## Hector Minto

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Microsoft Tech Evangelist for Europe, Middle East and Africa. Subject Matter Expert in accessibility, assistive technology and disability issues.

Previously, co-creator of the learning curve for eyegaze technology, a pedagogy for children (and often adults) to embrace technology despite complex physical, cognitive and



emotional disabilities.

Specialities: Corporate Responsibility, Linking People, Sales, Sales Management, Product Launches, Public Speaking, Product Management, Market Analysis.

## Inmaculada Placencia Porrero



Inmaculada Placencia Porrero is a Senior Expert in Disability and Inclusion at Directorate-General Employment, Social Affairs and Inclusion at the European Commission. Her unit is responsible for the coordination of European policies for persons with disabilities. She works on European disability policies including the European Disability Strategy 2021-2030, and the EU implementation of the UNCRPD.

Inmaculada holds a degree in Physics and Computer Science and worked in research and development before joining The European Commission in 1991. She has worked on research programmes addressing accessibility as well as assistive technologies and was Deputy Head of Unit for various disability-related units in the Commission. Her work in

the “e-Inclusion” unit of the Directorate-General for Information Society and Media addressed accessibility policy. While at the Directorate-General for Justice she contributed to disability-related antidiscrimination legislation and lead the preparation of the Disability strategy 2010-2020.

She was responsible for the Task Force for the preparation of the European Accessibility Act and remains responsible since its adoption in 2015. Currently under the Directorate General for Employment, Social Affairs and Inclusion, she is also leading the team working on the Strategy for the Rights of Persons with Disabilities 2021-2030.

## Jan-Jaap Hamers



My name is Jan-Jaap Hamers. In 1974 on the 10th of September, I was born. Retinitis Pigmentosa is part of my life. I inherited this eye disease when I was born. I ‘am married with Jessica and we have a beautiful daughter named Nienke.

For 26 years I’ve worked with KPN. In 1997 I started my career as a network engineer. During my technical career I’ve worked with all kinds of data networks. When I reached the age of 42 my sight became so poor that visual work was not possible anymore.

This was a big moment in mu life. In this difficult period, I changed from technical to accessible. I experienced that I could not read

my own phone bill. And that it was very difficult to access digital information from KPN.

This is my big inspiration and motivation to improve on the digital accessibility for KPN.

In 2018 I’ve started with the department of HR diversity and inclusion. As a project manager digital inclusion.

Since than several services have improved on accessibility and KPN became aware that accessibility is necessary. Now I am involved in several projects to improve accessibility for media and digital services for KPN.



## Jenny Lay-Flurrie



Jenny is chief accessibility officer at Microsoft, leading the company's efforts to drive great products, services and websites that empower people and organizations to achieve more. Her team is at the forefront of creating positive experiences that apply technology to make a difference in the world and the lives of individuals, from how we hire and support people with disabilities in employment to innovative technology that aims to revolutionize what's possible for people with disabilities.

With the help of her team and broad community within Microsoft, Lay-Flurrie leads many initiatives to empower people with disabilities both inside and outside of Microsoft. She founded the Disability Employee Resource Group at Microsoft and chaired it for 10 years. She created the Disability Answer Desk, which provides specialist customer support to people with disabilities (over 1M calls handled to date), hosts the annual Microsoft Ability Summit, which focuses on empowering 2000+

attendees with the inclusive and innovative thinking necessary to enable people around the world. Instrumental in projects such as Autism Hiring Program, Soundscape and the Microsoft Ability Hackathon, which has supported over 500 hackathon teams building technology for people with disabilities. Lay-Flurrie was recognized as nominated as a technology groundbreaker by CEO Satya Nadella in Wired Magazine, and is a contributor to the book, "The Ability Hacks," which shares behind-the-scenes stories of the hackers who pioneered two innovative hack-turned-solutions used by people with disabilities worldwide.

Outside of Microsoft, Jenny is on the board of Gallaudet University and Team Gleason. Was recognized as a 'Disability Employment Champion of Change' by the White House in October 2014 and as one of Fast Companies Most Creative people in business in 2017.

## John Helmes



John Helmes is a senior designer at Microsoft with over 10 years of experience in industrial, interaction and user centered design. He holds a Bachelor and Master's degree in Industrial Design from the Eindhoven University of Technology. John joined Microsoft Research in 2008 and spent several years in research working in the field of Human-Computer

Interaction (HCI) after which he joined Azure. He has a strong personal interest in design for accessibility and loves designing beautiful products that help people unlock their full potential.

## Laura Davis

Laura Davis has been working to improve the employment outcomes for individuals who are excluded from the workforce for over 20 years.

Passionate in the belief that employment should be for all, Laura has been the CEO of the British Association for Supported Employment (BASE) and Inclusive Trading

CIC since May 2022.

She's committed to widening the participation of disadvantaged people in the workforce and raising the visibility of inclusive recruitment and the benefits it brings for individuals, community and society.



## Lidia Best

Lidia Best is the President of the European Federation of Hard of Hearing People ( EFHOH) leading the policy work at the organisation .Following the experience of sudden deafness and receiving cochlear implant, she become involved in accessibility work and became IAAP certified professional in accessibility core competences . She is passionate advocate for persons who are deaf or hard of hearing with specific focus on accessibility,

policy development, innovation, and training for deaf and hard of hearing people.

She supports closing the knowledge gap with consulting, mentoring, training, and public speaking. As a member of EDF ICT experts group, she participated in revision of AVMSD and EAA.



## Lissa Shook

Lissa Shook is an Assistant General Counsel in the Privacy and Regulatory Affairs group at Microsoft Corporation, where she advises business and engineering teams on global accessibility laws and regulations, and engages on standards and legislation for developing inclusive technology. Prior to joining Microsoft in 2014, Ms. Shook served in the Office of the Federal Public Defender for the Western

District of Washington, and supported business clients on a variety of media, intellectual property, and litigation matters at Davis Wright Tremaine LLP. She received her law degree from the University of Chicago, and her undergraduate degree from Duke University



## Shadi Abou-Zahra

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Shadi Abou-Zahra is Principal Accessibility Standards and Policy Manager at Amazon. Prior to that, Shadi was Accessibility Strategy and Technology Specialist at the W3C Web Accessibility Initiative (WAI). He is passionate about accessibility both

professionally and personally, and is deeply involved in standardization and policy efforts in Europe and globally.

## Nadia Hadad

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Nadia is the Vice President of the Brussels City Advisory Council of Persons with Disabilities and a member of the Brussels Region Advisory Panel.

She is a member of the Belgian Supervising Commission inside UNIA, the independent mechanism for the implementation and monitoring of the UN CRPD in Belgium, for GRIP.

On the international level, she is a Board member of the European Network on Independent Living (ENIL). She is also a member of the Executive Committee of the European Disability Forum (EDF).

Since June 2017, Nadia has been a member of the Advisory Panel of the EU Fundamental Rights Agency's Fundamental Rights Platform and she is a member of the Academic Network of European Experts on Disability (ANED).

Nadia has a degree in Electromechanical Engineering, specialising in "Mechanical conception", water resources engineering, human ecology, environment coordination, and Philosophy

## Nanna-Louise Wildfgang Linde

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Nanna-Louise Wildfgang Linde is Microsoft's Vice President of European Government Affairs with responsibility for Microsoft's government affairs and public policy work across Europe since September 2022. Nanna-Louise leads a team of government affairs professionals tasked with strengthening Microsoft's external relations with the EU institutions and governments across Europe and ensuring the company is a constructive partner in supporting policy makers in Europe achieve their goals and adapt smart legislation.

A competition lawyer by training, Nanna-Louise brings with her almost two decades of experience at Microsoft. Most recently, she has been leading Microsoft's Corporate External & Legal Affairs team in 32 countries in Central and Eastern Europe, responsible for legal matters and relations with governments and

other authorities. Prior to that, she was leading

Government Affairs for Microsoft in Western Europe.

Nanna-Louise and her teams have helped Microsoft build important partnerships with governments in Europe and position Microsoft as a trusted partner in the region, ranging from digitally preserving Greece's cultural

heritage as part of Microsoft's AI for Cultural Heritage initiative to spearheading our efforts to support the Ukrainian Government, including through partnerships to strengthen cybersecurity and resilience. Nanna-Louise is known to be a modern leader who empowers her team and facilitates cross country and cross group collaboration with a transparent and authentic approach.



## Radha Gohil

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Radha is Data Ethics & Digital Standards lead at Shell. Responsible for ensuring compliance against digital accessibility policies and legal requirements across our web content

and working with product teams to build accessible first products to leverage group wide.



## Rylin Rodgers

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Rylin Rodgers serves on Microsoft's Accessibility Team as a Disability Policy Advisor. She strives to impact disability policy in the areas of technology, workforce and workplace. Rylin's work is influenced by her lived experiences with disability. She is dyslexic

and has idiopathic pulmonary fibrosis, and the mother of two young adults with physical disabilities and medical complexity. Her family is ALL IN for disability policy!



## Susanna Laurin

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Susanna is the Chief Research and Innovation Officer at Funka, a European based market leading consultancy focusing on accessibility. She has been a thought leader in the field of digitalisation, inclusion and e-government for more than 20 years and she is a frequent international lecturer and debater. Susanna is currently the Chair of the ETSI/CEN/CENELEC Joint Working Group on eAccessibility, responsible for the development and update of the EN301549, to reflect presumed conformance of the Web Accessibility Directive.

Susanna is leading strategic assignments and research projects on EU level, nationally and across the world. Current assignments for the European Commission include the formal review of the Web Accessibility Directive and a study on cognitive accessibility.

Susanna is the Representative to the EU and also the Past Honorary Chair of the IAAP, the International Association of Accessibility Professionals as well as the Representative to the EU for the UN-initiative G3ict.



## Tom Van Den Bosch

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Tom spent most of his professional life in banking and technology and began his career with BNP Paribas Fortis as a member of the Retail Banking CEO Office. In 2011, he joined the transaction services department of KMPG, playing a key role in providing financial advisory and transactional support to clients engaged in mergers, acquisitions, and other strategic transactions. On February 1st 2014

Tom joined Belgian Mobile ID, he was involved in the start-up and launch of itsme. As Chief Product Officer, he advocates for inclusive design principles and user-centered approaches, ensuring that products are designed with a focus on accessibility and usability for all individuals.



## Tommy Zonnekein

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I'm married, I have 4 beautiful daughters and one grandson and I've worked almost all my life at SNCB.

I've worked 28 years as a train manager, regional manager for customer facing trainstaff, as a competence manager, as operational manager and finally 3years senior regional manager for train staff.

Since 2020 I'm working as a program manager on Accessibility.

In this role I'm responsible to help my colleagues and involving our stakeholders in making our infrastructure, rolling stock and services more accessible for everyone.

