



## SPEAKER BIOGRAPHIES



Melonie Dodaro is the CEO of Top Dog Social Media and regarded worldwide as a leading expert on LinkedIn marketing and social selling. She's the bestselling author of two books, including *LinkedIn Unlocked* and *The LinkedIn Code*.

Melonie is also the creator of "Cracking the LinkedIn Code 3.0" an online training and coaching program and has trained over 27,000 businesses and individuals on LinkedIn and social selling. Melonie appears on countless lists as a top sales and marketing influencer. She is from Canada and currently resides in Amsterdam.



Guillermo Mazier is Vice President of Conway's Global Innovation, where he leads Conway's newly formed Digital Solutions division. Previously to Conway, he was the CEO of Atlas Advertising, a full-service digital advertising agency serving the economic development industry.

Guillermo has a long history in the investment promotion industry. His team at Conway develops strategies and integrates resources to assist clients in leveraging technology to attract investment to their communities.

A sought-after industry speaker and contributor on Forbes magazine, Guillermo has served as a consultant and professor with the U.S. Travel Association, the University of Waterloo, the U.S. Department of Commerce, Inter-American Development Bank, and the International Economic Development Council, teaching over 12,700 economic development and tourism professionals, civic leaders, and community boards. Co-author of the first and only research papers on economic development performance, digital metrics and how technology-enabled services can save economic development, Guillermo and his colleagues' data and observations have been shared with thousands of economics developers around the globe. His successes include Downtown Miami; Tortuguero Costa Rica, The State of Colorado; Charleston, South Carolina; New Orleans, Louisiana; Nogales, Mexico; and numerous international, city, state, and federal agencies to name a few.

When Guillermo is not working, he's traveling or exploring new places with his adventurous three (3) kids under 5 and wife that keep him very busy.

Guillermo earned his MBA in International Business from Regis University and is based in Conway's Denver office.



Adam Jones-Kelley is a world leading expert in cross-border investment and corporate expansion strategy. He has worked with Conway, Inc., for 17 years and served as President for four. Prior to becoming President of Conway Adam managed the award-winning international magazine Site Selection.

Since assuming the presidency Adam has overseen dramatic growth, expanding the firm's service offerings to cover every sector of the investment attraction industry.

Adam has broad experience in economic development publishing and marketing, has been a featured speaker at events around the world and has been interviewed for various news media in the US, Europe and Asia. Adam has consulted for dozens of government economic development agencies on six continents, helping them position themselves to attract domestic and foreign corporate investment and create jobs.

Adam is also an accomplished writer, having produced original content for Site Selection magazine, OnSite Travel and The FDI Report.

In recent decades Adam has visited more than 80 countries, working with investment promotion agencies, free trade zones and industrial parks on their strategic and business development initiatives. A deadly parasite in Ghana nearly killed him last decade, as did stepping in front of a tram in Prague, adventures which he dutifully chronicled for the aforementioned OnSite Travel.

Adam grew up in Atlanta, Georgia and Auckland, New Zealand. He now resides in Peachtree Corners where he's been enslaved by a pair of rambunctious kittens.

This idyllic life leaves Adam a little restless. He's an avid adventure-sport enthusiast who enjoys activities such as bungee jumping and diving with sharks and does philanthropic work for endangered and abused animals.

Adam is based in Atlanta, where Conway has its global headquarters.



Maren Lesche- Maren is a storyteller and communicator by heart. She loves to find stories, to tell stories and to listen to stories.

Due to her fascination by new and innovative startup ideas, Maren supports several startups and women in tech in establishing strong marketing campaigns to create a successful brand and support sales.

Maren is also “walking the talk”. As an advisor and business development expert for Israeli startup Voiceltt, Maren is in close contact with investors, she pitches on stage to win competitions and supports the team of 12 that is spread over three continents, in scaling up in Europe their voice and voice-pattern recognition software for people with speech impairment suffering from diseases such as ALS, Alzheimer, strokes or paralysis.

In February 2016, Maren also joined the team of etventure Startup Hub , a small team of startup experts that brings entrepreneurs and corporates together to form strategic partnerships. At etventure Startup Hub, she is also the Communications Manager for several EU-funded programs such as Accelerator European Pioneers, Welcome and the new IoT European Platform Initiative.

In her rare spare time, Maren loves to run, to cook, to read and to write. She also runs her own blog [www.startupchallenges.eu](http://www.startupchallenges.eu).



Johan Beukema is a seasoned expert in business strategy, location strategy & site selection and supply chain operations. In his current position as Managing Partner he is leading the Footprint Optimization, Location Strategy & Site Selection Practice and is part of BCI’s Management Team.

In his 18-year career Johan has been supporting clients around the globe with their challenges in e.g. Footprint and Location Strategy, Site Selection, Supply Chain, Operations, Manufacturing, Order to Cash and Customer Service, Organization Design, Shared Services Operations, etc. Johan's experience is both in the strategic consultancy and analyses as well as in the practical implementation / change management process.

Geographically Johan’s experience and expertise covers the globe, including EMEA, Russia/CIS, APAC and The Americas.

Based on his experience in corporate environment Johan is also working for regional development agencies, science parks, etc. in developing regional/site marketing strategies.

He has experience across different industry verticals like e.g. healthcare, industrial, automotive, FMCG, food & beverages, high tech.

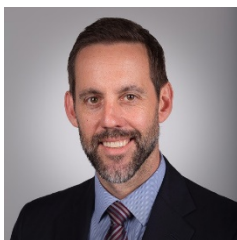


Richard Liebrechts is EMEA Business Development Director with Smrt.bio. Before he joined Smrt.bio, Richard was the Managing Director for Oxford Intelligence (UK), a data and systems-driven company specialized in foreign direct investment.

Richard spent the first 15 years of his career traveling the globe as Partner of a global consultancy firm, providing economic development consulting, technical assistance, and research services to international businesses, EDOs, IPAs, and multilaterals such as the UN, World Bank and the European Commission.



Frank Melis is founder of Smrt.bio. He has a background in Marketing and in Technology. Frank started his career at Philips and moved to the People's Republic of China (1985). He held high ranked positions with DEC in the EMEA (1986-1994); VP Online Services at AT&T International in Switzerland (1994-1995); Director RightPages at AT&T Bell Labs in USA (1995-1997); Project Executive at IBM (1997-1999). Frank started his first company in 1999 in the Netherlands specialized in building Innovation Programs for large corporate organizations. As of 2003, Frank has dedicated his energy developing concepts for personal and organizational development, resulting in the Smrt.bio platform.



Wouter Schuitemaker is Conway's Director of Global Development. Prior to Conway, he was a site consultant for Hickey and Associates, where he was Managing Director, EMEA. With Hickey & Associates, he managed incentive negotiations and delivered location analytics for clients including T-Mobile, Novartis and Hanesbrands among others.

Prior to Hickey & Associates, Wouter was Director for Asia Pacific operations at London & Partners, the economic development agency for the city of London, managing overseas offices in Japan, China, India, Korea and Australia and delivering over 100 FDI projects per year.

Wouter has a great deal of foreign direct investment experience. In addition to London & Partners, he was with Marketing Birmingham (UK) as Executive Director and board member to establish the region's new Investment Promotion Agency.

Wouter spent the early part of his career in Asia Pacific at global brand consultancies Interbrand (Omnicom Group) and Superunion (WPP), where he held management roles and led client services for companies including; P&G, Gillette, Nissan, Sony, Hitachi and Four Seasons Resorts and Hotels.

Wouter is currently based in Conway's London office.



Kimmie Rostrup Brauner -As a lawyer specialized in ethics, human rights and the right to privacy, with a corporate focus on compliance & data protection, Kimmie Rostrup Brauner works with IBM (Center of Competence - Global, SSRC) as a managing consultant and specialist in privacy regulations globally.

With a focus on strategy, risk management, regulatory compliance and seeking out holistic, ethical solutions, Kimmie Rostrup Brauner has a broad experience across industries and a current primary focus on large-scale corporate clients within EMEA and APAC. Committed to intelligent solutions, integrity and corporate responsibility in an ever-evolving world. Background in UN human rights and politics [Sierra Leone, New York, Brussels and Geneva].

Selected by Berlingske Business as one of the most promising rising stars under 35 in the Nordics, as a part of an annual selection; 2018 edition.



Annika Jostmeier joined Conway, Inc. in 2014 after working for two years for the Volkswagen Group (VW) in India. At VW she was responsible for the coordination, analysis and identification of strategic market opportunities in India, and also contributed to the successful integration of VW India as a foreign subsidiary within the VW Group.

Her previous roles include positions with corporate and research institutions in Africa, Middle East and China. Annika's involvement in corporate decision-making processes and transnational project management has been a valuable asset that strengthens Conway's ability to deliver results across various industries and geographies. At Conway, Annika assists different government agencies in identifying and attracting investment opportunities and has worked on various projects to develop FDI strategies and applicable analysis for site selection advisory projects. She has profound knowledge of methods, tools and relevant data sources to continuously produce innovative approaches to attract FDI projects from selected industry sectors and geographic source markets.

Annika graduated in Business Administration, specializing in International and Strategic Management at the Berlin School of Economics and Law, Germany and the Universidad Mayor de Santiago de Chile. In addition to German, she speaks fluent English and basic Spanish.

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