

HUMAN RESOURCES ASSEMBLY

SPEAKERS BIOGRAPHIES

<p>Sam Dubberley</p> 	<p>Sam Dubberley has been the head of the Eurovision News Exchange since 2010 after having worked with the members of the EBU for many years, helping them with their international television news needs – both in terms of content and producing broadcast services on the ground.</p> <p>He strongly believes in and is passionate about the role of public broadcasting across Europe and how, at its best, it can ensure the existence of democratic debate and freedom of expression. He is particularly interested in understanding how technologies and relay methods that have emerged in the past ten years can be used to the best effect by public broadcasters to develop their remit to serve their audiences.</p> <p>He holds a BA from the University of Cambridge in modern languages, an MA from the University of Leicester in mass communication and support Sheffield United Football Club.</p>
<p>Pernilla Jonsson</p> 	<p>Pernilla Jonsson is a partner of Kairos Future and heads the Consumer, Market and Innovation business area. She holds a Ph.D in business administration and specializes on consumption, brands and lifestyles. Her clients is mostly multinational companies where she is involved in projects concerning innovation, market and brand strategy.</p> <p>Pernillas has a vast experience as an entrepreneur, researcher and consultant. She has written several books and influential reports on consumption, food, commercial culture and lifestyles and is an appreciated lecturer and course leader.</p>
<p>Ruurd Bierman</p> 	<p>Ruurd Bierman is a long term professional in the world of Public Service Media. In October 2012 he was appointed Project Manager for the EBU Vision 2020 Project.</p> <p>From 2003-2012 Ruurd Bierman was one of the 3 members of the management board of the Netherlands Public Service Broadcasting organization (NPO). This board is responsible for strategy, programming and financing. Ruurd Bierman was in charge of the programming of all tv and radio channels, and of the new media.</p> <p>In the period 1990-2003 Ruurd Bierman was successively project manager of NOS, deputy managing director of NOS Television and managing director of NOS Radio and Television. Before that, in the 80's, he was responsible for the launching of the 3rd TV channel and was the first Channel manager of Nederland 3. From 1979-1982 he worked as a project manager for cable policy and local radio and television for the city of Amsterdam.</p> <p>Ruurd has been chairman of the EBU TV Committee since 2009. Before that he was the first chairman of EBU's organizing committee of the Eurovision Song Contest 1998-2009.</p>

<p>Jenna Clarke</p> 	<p>Jennifer's career started in Canada, working in national news as a producer and journalist in television, web and radio. Jennifer has managed communications for several international non-profit organizations in the areas of crisis communications, media relations, internal communications, training and production.</p> <p>She has practiced improvisation for nearly 20 years, studied at the renowned Second City in Chicago and Toronto, and performed as part of a successful comedy troupe in Canada. Born and raised in Canada, Jennifer studied Sociology and Journalism, and is fluent in English and French. Jennifer is committed to supporting individuals in their personal development and organizations to build stronger teams through applied improvisation.</p>
<p>Renatus Hoogenrad</p> 	<p>Renatus works with executives, human resources and trainers at global companies developing communication skills and shaping team effectiveness. He spent the first part of his professional life performing around the world as an improviser, as well as directing theater productions throughout Europe. Renatus is passionate about what he does and in his limited spare time is the European Coordinator for the 'Applied Improvisation Network'.</p> <p>Born and raised in the Netherlands, Renatus is fluent in English, French and Dutch and studied Business Administration and Arts. He's spent over 20 years leading and coaching in various roles drawing on organizational, improvisational and positive psychology perspectives.</p>
<p>Brigitta Nickelsen</p> 	<p>Brigitta Nickelsen is Director of Business Development and Operations and Member of Radio Bremens Managing Board, being responsible for strategic development, finance, human resource development and coordination of TV- and radio engineering and production.</p> <p>After studying history, political science and American literature she was working as reporter, TV anchor, chief editorial journalist, head of multimedia and online as well as head of project planning for the new Radio Bremen broadcasting station.</p>
<p>Helène Axelsson-Sahlin</p> 	<p>Helène Axelsson-Sahlin is the head of HR at the Swedish Television.</p> <p>Helène has been working at the Swedish Television since 1997, first as an HR-manager and since five years as the HR director. She has a long experience from working with HR and is now responsible for a team of 26 people who is working with strategic as well as operational HR.</p>

<p>Alie Horden</p> 	<p>Alie Horden is HR manager at the NPO, the governing body from Netherlands Public-service Broadcasting. She studied Personnel Science & Labour Market and Organisation, Culture and Management. Her professional HR career contains experiences at Public and Commercial (RTL) broadcasting and Dutch university's in Amsterdam and The Hague. Recently the NPO had to downsize with 25% of their workforce, due to huge governmental budget cuts.</p>
<p>Geoffrey Matthews</p> 	<p>Geoffrey Matthews, Chartered FCIPD, CMgr FCMI, is a highly experienced HR executive with an extensive background in employee engagement, organizational development, people strategies, rewards, and international HR. He is now working as an independent consultant for international companies and public sector organizations, is a Senior Associate at Management Centre Europe (MCE), and is a frequent speaker at HR events and conferences.</p> <p>Born in the UK, Geoffrey moved to Geneva 20 years ago when working for Hewlett-Packard and has held several leading generalist and specialist HR positions including Head of HR Strategy for Merck KGaA and Head of Corporate Human Resources for Serono. He played a leading role in the HR integration of Merck Serono, whose successful outcome was recognized by the 2008 SHRM "Strategic HR Leadership Award". He also has extensive depth in the Rewards area and, as Worldwide Head of Compensation and Benefits for Roche, was responsible for the introduction of a number of award-winning employee equity plans that were recognized by the Global Equity Organization and IFS ProShare.</p> <p>Geoff graduated with a first class honours degree in History from Bristol University, has a Postgraduate Diploma in Management Studies and a Postgraduate Certificate in the Psychology of Organisational Development and Change. He is a Chartered Fellow of both the HR and Management Institutes in the UK. He is also co-author of <i>Engaged: Unleashing Your Organization's Potential Through Employee Engagement</i> (Jossey Bass, 2012).</p>
<p>Raynald Blion</p> 	<p>Since September 2008, Reynald Blion is Media & Diversity Manager for the Directorate General Democracy. He has been successively responsible for the Media & Diversity part of the 2008-10 Speak out against discrimination Campaign of the Council of Europe and then of the joint European Union / Council of Europe joint programmes 2011-12 MARS – Media Against Racism in Sport - and 2012-13 Mediane – Media in Europe for Diversity Inclusiveness; programmes he conceived and developed on the basis of previous actions of the Council of Europe in these fields.</p> <p>He contributed, to several publishing as, for example:</p> <ul style="list-style-type: none"> - Tell us about diversity! A practical Approach to Intercultural Media Content, Strasbourg, Council of Europe, 2011; - To fight against discrimination and for cultural diversity: a major challenge for the media in: Cavdar A., Yildirim A.B. (Eds); - Hate Crimes and Hate Speech, Istanbul, The International Hrant Dink Foundation Publication, 2010; - Europe's ethnic and diversity media in: C. Dientz, P. Stamen (Eds); - Media on the move. Migrants and minorities in the media, Aachen, CAMECO, 2009; - Ethnic media and diversity in Europe in: Georgiou M., Transnational lives and the media, Londres, Routledge, Aug. 07; - Parler de l'autre / Parler d'ailleurs. De la visibilité à l'expression des diversités en Europe in: Rigoni I.; - Les bannis des media, Paris, Aux lieux d'être, May 07...

<p>Allan Jones</p> 	<p>Allan works for the EBU within the Human Resources Dept where his primary role is to lead the employers group, on behalf of the EBU, in the EU Audiovisual sector Social Dialogue Committee (AV SDC). Under EU treaties representative social partners, in this case the EBU as part of the AV SDC, must be consulted before EU employment legislation is drawn up and implemented.</p> <p>Allan has carried out this role for the EBU for the past 18 months; prior to that he worked for the BBC for over 20 years within the HR function. At the BBC he was the BBC's HR Policy Manager and his particular areas of interest were employment policy and labour law.</p> <p>Allan has attended EBU HR Assemblies both when he worked for the BBC and now with the EBU.</p>
<p>Nathalie Cordonnier</p> 	<p>Nathalie joined the EBU in 2004 as a project Manager for EBU TRAINING, to design and set up training courses in Marketing & communication, Programming and Technology for EBU Members and other Media professionals. She joined the Human Resources Team in January 2012 to be in charge of EBU Learning & Development.</p> <p>Before joining the EBU, she spent some years in Italy with the European Training Foundation to monitor the tempus TACIS educational projects. Before that she worked as a business officer at INSEAD Business school in France.</p> <p>Born in the UK and educated in Belgium, the UK and Germany, Nathalie also spent a year in China as an English teacher at the University of Aeronautics and Astronautics in Beijing.</p>
<p>Frode Hvaring</p> 	<p>Frode Hvaring has lived and studied in Norway, France and Switzerland. He held various HR and Management roles in Swiss employers' associations, Credit Suisse Group, Management consulting, and Industry (Caterpillar Group) before joining the EBU as Head of Human Resources in May 2009.</p>
<p>Frédéric Frantz</p> 	<p>As Training Business Manager for EUROVISION ACADEMY, Frédéric Frantz is in charge of developing and managing the programmes in the Brands & Values Portfolio and to design a new offer on leadership dedicated to senior executives from EBU Members.</p> <p>Before joining EBU, Frédéric worked for 15 years in executive training development for business schools and the United Nations.</p>