

Biographies



Guillaume Alvarez
Senior Vice-President EMEA
Steelcase

Guillaume Alvarez is senior Vice-President, EMEA for Steelcase Inc., the global leader in the office furniture industry. Appointed to this role in November 2011, Guillaume is responsible for Steelcase's sales activities in Europe, the Middle East and Africa.

Previously, Guillaume was Vice-President of global client collaboration (2009-2011), where he managed the company's refreshed approach to delivering unique value to customers through a consistent structure and process. Prior to that, he was Vice-President of global alliances (2008-2009) and he was responsible for overseeing Steelcase's largest strategic global accounts (roughly \$500 million a year in annual sales), and sales teams for Vertical Markets, Applied Research and Architecture and Technology.

Guillaume also served as Vice-President of sales for the Central Region of Steelcase North America (appointed March 2006), responsible for all sales activity in his region.

Other roles he has held at Steelcase include President, Latin America, Asia Pacific and Middle East (appointed June 2000), where he was the head of all sales, marketing and dealer development efforts in those regions. Guillaume was also the Director of international marketing; the General Manager for Middle East, Africa and India (1996-1999) and Vice-President, United Kingdom, Eire, Benelux and Latin America for Steelcase International (appointed September 2000), responsible for all aspects of sales and marketing in these countries, as well as dealer development for all markets outside of North America.

Guillaume earned a diplome universitaire de technologie in marketing from the University of Paris in Paris, France in 1981 and received his diplome d'etudes universitaire general in sociology a year later from the same institution. He also served in the French Army as an assistant advisory officer stationed in Freiburg, Germany.



@AndyBaldwin_

Andy Baldwin
Global Managing Partner
EY

As EY Global Managing Partner — Client Service, Andy leads the execution of our global strategy. He has the overall responsibility for three geographic areas and four service lines so that EY's 200,000 client servers can provide exceptional service wherever they do business.

Previously, Andy was EY's Area Managing Partner — EMEIA, leading on and executing EY's strategic priorities, which includes transforming the business by driving greater integration across the Area, strengthening the focus on sector, accelerating the build-out of new EY offerings and preparing for the future of work.

Since joining EY in 1993, he has served as a senior advisor to many of EY's largest clients. His experience spans the financial services industry, with deep knowledge of the European market and insurance industry. He has led on many technology-enabled business transformations, post-merger integrations and organizational restructuring. He has an MBA in Finance and Strategy from Cranfield University in the UK, as well as professional qualifications in marketing and risk from the Chartered Institute of Marketing and Chartered Insurance Institute.



Leena Maria Linnus
Director-General for infrastructure and logistics
European Parliament

Leena Maria Linnus has been Director-General for infrastructure and logistics at the European Parliament since December 2015.

The Directorate-General for Infrastructure and Logistics is responsible for managing infrastructure and logistics in Parliament's various places of work.

Its main tasks are:

- technical and administrative management of Parliament's buildings in Brussels, Strasbourg and Luxembourg and the information offices in the Member States;
- management of the equipment and services departments involved in running the buildings;
- management of equipment (purchasing, transport, removals, message services, catering, furniture, shops, etc.) and practical arrangements for meetings.



@pastora_valero

Pastora Valero
Vice-President, Public Policy and Government Affairs EMEAR
Cisco Systems, Inc.

Pastora Valero is Vice President, Public Policy and Government Affairs, for Europe, Middle East, Africa and Russia (EMEAR) for Cisco Systems Inc., the global leader for networking for the Internet. She leads government affairs activities for Cisco in the EMEAR region and is responsible for developing and advancing Cisco's technology and communications policy agenda with respect to broadband, Internet governance, IP enabled services, trade, energy and technology policy issues. She joined Cisco in 2003, and prior to her regional role, she led Cisco's European Union Government Affairs strategy between 2003 and 2013. Pastora has almost two decades of experience in regulatory and public policy issues in the telecommunications and Internet related areas, as well as on EU public policy with respect to competition, trade and information technology regulation.

Prior to Cisco, she was Vice-President Regulatory Affairs for Global TeleSystems (GTS), a pan-European fibre optic network operator. She started her career with the Brussels law firm Van Bael & Bellis, and dealt in particular with EU trade and

competition law issues. She is a qualified lawyer in Spain, holds a Master's degree in European law (ULB, Brussels) and an L.L.M in International law (VUB, Brussels).



@AmChamEU_SDA

Moderator

Susan Danger
CEO
AmCham EU

Susan Danger is CEO of the American Chamber of Commerce to the EU (AmCham EU), which speaks for American companies committed to Europe on trade, investment and competitiveness issues. She has full strategic and operational responsibility for the association and represents it externally. AmCham EU is a membership organisation supporting over 150 US corporate companies, international business, and law and consultancy firms in the area of public affairs.

Susan has dedicated her entire career to advancing transatlantic cooperation. She joined AmCham EU in 1995 as Communications Manager, becoming Communications & Operations Manager in 2000. Since 2002 she has been leading the organisation as Managing Director and since 2016 as CEO. In 2003 she oversaw the re-branding of AmCham EU and its separation from AmCham Belgium.

In 2017 AmCham EU was awarded for the fourth time the Trade Association/Professional Body of the Year Award, having previously won the award in 2009, 2012 and 2014.

Susan was named by POLITICO as one of the top 20 women influencers in Brussels in 2016 and 2020.

Susan was elected as Chair of AmChams in Europe (ACE) for the period 2020-2022. AmChams in Europe (ACE) serves as the umbrella organisation for 45 American Chambers of Commerce (AmChams) in 43 countries throughout Europe and Eurasia. She has also served as Vice-Chair (2009 -2014) and was a Member of its Executive Committee (2005-2008).

A graduate of the University of Bath, UK, with a BA in European Studies, French and German, Susan's career developed in London in marketing and communications within the tour operation industry, where prior to coming to Brussels she worked for Thomson Tour Operations.

A UK citizen fluent in English, German and French and conversant in Dutch and Spanish, Susan Danger lives in Brussels with her husband and has three children.