

# EuroCommerce Conference

## Embracing transformation & uncertainty: Ensuring retail and wholesale continue their essential role

Tuesday 29 November 2022, 09:00–15:00

### Biographies



#### **Juan Manuel Morales, EuroCommerce President**

Juan Manuel Morales has been elected president of EuroCommerce in June 2021. He is managing director of IFA, a leading retail group in Southern Europe, with more than 130,000 employees and 11,000 stores operated by its affiliates across Spain, Portugal, and Italy. Morales' whole career has been with the consumer goods industry, spanning 30 years within both retail and food and drink manufacturers in Spain, Portugal, Poland and the Baltics: before joining IFA in 2011, he held commercial, general management, and president positions in Grupo Osborne, The Coca-Cola company, and Nielsen.

Juan Manuel is also Vice-President of our member association ASEDAS, member of the executive committee of the Spanish business and employers' federation CEOE, and board member of AECOC, the Spanish GSI association.



#### **Franck Laizet, Senior Partner, Co-leader of European Retail Practice, McKinsey**

Franck is a senior partner based in Paris. He leads McKinsey's Retail Practice in Europe, the Middle East, and Africa.

Franck has extensive experience in strategy and transformation topics across consumer-facing industries. He counsels companies primarily in the retail, food services, beauty and apparel, fashion, and luxury sectors. With his management consulting and operational experience, he works with senior leaders and their management teams to drive growth strategies, either organically or through acquisitions, helps accelerate digital transformations, guides the management of transformation programs designed to rapidly improve performance, and aids large-scale capability development initiatives.



#### **Jacques Creyssel, EuroCommerce Vice-President, FCD Director General**

Jacques is the Director General of FCD, the French retailers' association; he is also a Vice president of EuroCommerce and the President of FIRA, the International association of national retailers organisations. He initiated the EuroCommerce/McKinsey triple transformation study.

**Elina Bardram, Director Adaptation & Resilience, Communication, and Civil Society Relations, DG CLIMA, European Commission**



Ms Bardram, a Finnish national, has worked for more than 12 years at DG CLIMA. Mrs. Elina Bardram is Director in Directorate E “Adaptation & Resilience, Communication, and Civil Society Relations” in the European Commission’s Directorate-General for Climate Action. She was appointed as the Head of Unit for International Relations in DG CLIMA in April 2014. Previously she had been Head of the International Carbon Markets, Aviation and Maritime Unit. Between 2003-2010, Mrs. Bardram worked in the Strategy Directorate of the External Relations Directorate-General. She holds a Ph.D. in Economics from the Vienna University of Economics and Business. Her academic work has focused on the impacts of globalisation.

**Antje Gerstein, Managing Director European Affairs and Sustainability & Head of the Brussels representation HDE**



Antje Gerstein is Managing Director of the German Retail Federation (HDE) for European affairs and sustainability. In that capacity she is supervising advocacy and public affairs on consolidated positions on behalf of the German Retail sector vis-à-vis European Institutions as well as the German Federal Government. She puts emphasis on developing jointly with HDE’s membership appropriate answers to a society that pays more and more attention to all dimensions of sustainability, environment and climate impact. Even when views with stakeholders are opposed, she is determined to secure constant dialogue and a fair balance of interests, a skill she acquired in her previous positions in numerous negotiations with trade unions. Before joining HDE in 2017 she was for eight years Managing Director with the Confederation of German Employers’ Associations (BDA) and Permanent Delegate of BDA within BUSINESSEUROPE.

**Britta Gallus, Head of Corporate Responsibility, Metro**



With more than 25 years of professional experience, Britta has gained a lot of expertise in wholesale and retail business and profound knowledge of trade associations. She works for METRO AG since 2011 in various departments and positions: starting with Regulatory Affairs followed by Supply Chain Management and Corporate Responsibility. In METRO’s central CR department, she is responsible for strategic development to lower the Carbon footprint of the company and to contribute to climate protection. Moreover, she is responsible for traceability solutions in supply chains among other CR related topics. Since 2013 Britta is highly engaged in fish & seafood traceability and promoting overarching transparency initiatives like the GDST (Global Dialogue on Seafood Traceability) with the aim to foster a community approach. In the past Britta managed the development and implementation of standards & policies; she represented METRO in European and international committees and supported the implementation of certain rules and commitments.



**Doireann Breathnach, High Level Climate Champions Consumer Goods & Retail Lead / Accenture Senior Manager**

Currently leading Accenture Ireland's Sustainability Strategy practice, Doireann specialises the areas of sustainability, growth strategy and innovation. Doireann works across the public, private and non-profit sectors to help organisations accelerate their journey to Net Zero, and earlier this year she was named Consumer Goods & Retail Lead as part of the UN High Level Climate Champions Programme. With a background in economics and foreign policy, she also has deep knowledge in human rights, emerging markets and finance. Doireann is also currently serving as Chairwoman of the Irish Refugee Council.



**Jan Wyckaert, Director, Rikolto**

Jan is Director at Rikolto since 2016. Experienced not-for-profit professional with a demonstrated history of working in international cooperation. Skilled in Non-profit Organisations, Community Building, Sustainable Development, and Corporate Social Responsibility.



**Despina Spanou, Head of Cabinet, Vice-President Schinas, European Commission**

Despina Spanou serves as Head of Cabinet for Executive Vice President Schinas. Among her responsibilities is the Coordination of Commissioner and Project Groups for Promoting our European Way of Life. She is former Director for Digital Society, Trust and Cybersecurity at the Directorate-General for Communications Network, Content and Technology, European Commission. She is responsible for cybersecurity policy and law, digital privacy, connected cities and mobility, digital health and e-government as well as electronic identification. She oversaw the work on the actions on cybersecurity adopted in September 2017, including the Cybersecurity Act and Recommendation on large scale cybersecurity incidents. She is a member of the Management Board of ENISA and of the Steering Board of CERT-EU.



**Christel Delberghe, EuroCommerce Director General**

Christel Delberghe has been Director General of EuroCommerce since November 2021. She acts in this role as the chief advocate for the retail and wholesale sector with the EU institutions, stakeholders and the media. Before being appointed Director General, she was EuroCommerce's Executive Director for Competitiveness and Communications, leading action on commercial relations and competition issues, as well as the interests of wholesalers and SMEs. Christel joined EuroCommerce in 2001, prior to which she worked on EU affairs for a British retailer and in a public affairs agency. Christel is a French national, and has degrees in Economics and European affairs from the University of Lyon II and the Université Libre de Bruxelles.



### **Oliver Roethig, Regional Secretary, UNI Europa**

Since May 2011, Oliver Roethig heads UNI Europa, the European service workers union with 7 million members, as its Regional Secretary. He is member of the Executive Committee of the European Trade Union Confederation (ETUC) and of the Management Committee of the European Trade Union Institute (ETUI) since 2011. He also sits on the Executive Board of UNI Global Union, which represents 20 million workers worldwide and of which UNI Europa is the European regional organisation. Oliver Roethig was member of the European Commission's high-level working group on business services (2013-2014). He was Vice-President of Finance Watch, the European NGO representing non-industry interests and championing fair financial markets 2012 to 2014 (and before a board member starting in 2011). From 2003 to April 2011, Oliver Roethig was Head of UNI Finance, the global union for the banking and insurance industry, driving UNI Europa's work on the financial crisis, EU financial regulation and supervision, and involved in extensive work with the European institutions, building social dialogue and European works councils.



### **Manuela Geleng, Director Jobs and skills, DG EMPL, European Commission**

Manuela Geleng works for the European Commission where she is currently the Director for Jobs and Skills in the Directorate-General for Employment, Social Affairs and Inclusion. She is responsible for the Future of Work file as well as Youth Employment, the implementation of the Skills Agenda and Vocational Education and Training policies. Previously, Manuela Geleng has held several other managerial positions in the Commission. Prior to joining the European Commission, she worked in the private sector as a management consultant and for the United Nations Development Programme. She holds an MSc in Financial Economics from the University of London and a Master in Public Administration and Management from the Solvay Business School (Brussels). She completed her postgraduate studies at the Diplomatic Academy in Vienna.



### **Raimund Lainer, Head of HR-Development, Spar Austria**

Raimund is the head of human resources development in the SPAR Group since 2008 (90.000 employees located in 8 countries). His latest project is initiating an Executive Master in Retail Management at the Bocconi University in Milano for the SPAR Group in 2022. He is member of the SPAR Action Group of SPAR International (located in 50 countries worldwide) and chairman of the education policy committee of the retail division in the Austrian chamber of commerce. He has a Master Degree in Theology, and a Master Degree in Psychology as well as an MBA.



**Jeroen Burger, Vice President Labour Relations, Ahold Delhaize**

Jeroen has been working at Ahold Delhaize for more than 24 years, starting as an HR Director he is now Vice President for Labour Relations.



**Jakub Boratynski, Director Networks and Governance, DG GROW, European Commission**

As Director for Networks and Governance in the Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (GROW) at the European Commission, Jakub Boratynski deals with Single Market policies related to services, the recognition of professional qualifications, skills and market surveillance. Furthermore, the directorate is responsible for supporting industrial networks and alliances including the Industrial Forum, the European Enterprise Network and cluster organisations as well as the coordination of DG GROW communication and outreach activities and relations with the European Parliament and Council.

Between 2014 and 2021, Jakub worked in the European Commission's Directorate-General Communication Networks, Content and Technology (CNECT) with a primary focus on cybersecurity.

Previously (2009-2013), Jakub was the Head of Unit 'Organised Crime and Relations with EMCDDA' at the European Commission's Directorate-General Home Affairs. And he worked on EU relations with Russia (Directorate-General External Relations).

Before joining the European Commission, Jakub was a Director at the Stefan Batory Foundation in Warsaw and a Policy Officer with the United Nations High Commissioner for Refugees.