



## **Biographies of Guest Speakers**

### **Pekka Puustinen, Dr. (econ.), Senior Vice President, Ilmarinen**

Dr. Pekka Puustinen is a Senior Vice President (development of customer experience and corporate culture) at Ilmarinen, Finland's oldest pension company. His ideas about service, post-modern life, finance and technology are frequently quoted in distinguished business magazines and economic newspapers. Mr. Puustinen has been working also at the University of Tampere and in 2015 he acted as a Visiting Professor of Insurance Economics at the University of St Gallen (HSG), Switzerland. His past research focus has been on strategy and management of insurance and financial companies.

### **Henri Behm, Chief Designer, OP Group**

Henri Behm is a technology enthusiast and the chief architect at OP customer channel development.

Behm has 17 years of experience in middleware platform development at OP and is exploring new ways to expand digitalization in banking and insurance sector. Twitter @Pankkirobotti.

### **Adrian Steiner**

Adrian Steiner work in the Retail Financial Services and Payments Unit, DG Financial Stability, Financial Services and Capital Markets Union (FISMA), European Commission, Belgium. His responsibilities include Mortgage Credit Directive (2014/17/EU), policy coordination with European Banking Authority (EBA) on FS consumer protection issues, coordination of DG MARKT's FS consumer protection group and the FIN-Net secretariat.

His previous experience includes International Unit, DG MARKT, European Commission, Belgium: responsible for Financial Services Dialogue with Russia, New Agreement negotiations with Russia, AA/DCFTA negotiations with Ukraine, Georgia, Armenia, Moldova, ENP policy coordination. Programming and Planning Unit, DG MARKT, European Commission, Belgium: responsible for internal control, audit follow-up and risk management. Public policy advocacy, ESL & Network, Belgium: representation of European companies on EU legislation (energy package, railway package, postal services). Assistant to MEP, European Parliament, Belgium.



**Olli-Pekka Ruuskanen, Dr., Research Director, University of Tampere**

Olli-Pekka Ruuskanen is currently a research director at the University of Tampere. During the years 2011 – 2015 he acted as a professor in Insurance Science at University of Tampere. He is passionate about insurance and risk management with solid experience in research, management and consulting from developed and developing countries. His specialties are: Insurance strategy, insurance industry analysis, insurance innovation, mutuals, insurance in developing countries and emergent economies, network based insurance models, risk management in financial sector.

**Piia-Noora Kauppi, Managing Director, Federation of Finnish Financial Services, FFI**

Piia-Noora Kauppi has been a member of the European Parliament and member of various parliamentary committees in the European Parliament prior to her current job as Managing Director in FFI. She is also Chair of the Executive Committee in European Banking Federation and has many other positions of trust within industry. FFI represents banks, insurers, finance houses, securities dealers, fund management companies and financial employers operating in Finland. Its membership includes employee pension, motor liability and workers compensation insurers, all three providers of statutory insurance lines that account for much of Finnish social security.