



## Seminar 3: midentity - Personal Data

Tuesday 27 May 2014 - Radisson Victoria Plaza, Montevideo- Uruguay

### FINAL AGENDA

Time	Discussion Topic
11.00 – 11.10	<b>Welcome and Introduction</b> <ul style="list-style-type: none"> <li>Find out how GSMA Mobile Connect puts Operators in the centre of digital Identification and how Network API's serve as the common interface for Mobile Identification.</li> </ul> <b>Fábio Moraes, GSMA</b>
11.10 – 11.30	<b>Enabling trust and creating value from digital identity</b>  <b>Rafael Diaz, GSMA</b>
11.30 – 11.55	<b>Strategic vision for Mobile Identity as a service: Demands from end users and 3<sup>rd</sup> party Service Providers</b>  <b>Diego Scalise, Movistar Argentina</b>
11:55 – 12:15	<b>Enabling Cross-Operator rich service offerings with Network APIs</b>  <b>Carlos Bosch, GSMA</b>
12:15 – 12:40	<b>Implementation of Mobile Identity supported by Network APIs</b>  <b>Ricardo Atlaco, AMX</b>
12:40 – 13:00	<b>Panel discussion facilitated by Fábio Moraes, GSMA</b>  Diego Scalise, Movistar Argentina Ricardo Atlaco, AMX group José Lecy, Vivo Brazil Ignacio Tresca, Gemalto
13:00 – 14:00	<b>Lunch offered by GSMA LA</b>



Official Sponsors 2014

Premium Sponsor



Standard Sponsors





## Speaker Biographies

### Julia Burchell, Community Manager, M4D Impact, GSMA



Julia joined the M4D Impact Programme after three years specialising in mobile for development and gender. During this time she supported the launch and implementation of the GSMA mWomen Programme, leading the programme's knowledge sharing initiatives and event project management. She brings a strong background in corporate communications to her work, having previously represented organisations across the telecommunications, utilities, accountancy and law industries.

### Fábio Moraes, Strategic Engagement Manager



Fábio Moraes is Strategic Engagement Manager in GSMA, where he is responsible for developing the mobile ecosystem in strategic areas such as Mobile Commerce, Mobile Identity and Connected Living. With over 20 year of experience in the Telco Industry and having worked in the companies such as NSN and Giesecke & Devrient, Fábio holds an Electric Engineering and Business Administration degrees by the Fundação Armando Alvarez Penteadó in São Paulo and a MBA by the Fundação Getúlio Vargas (FGV).

### Rafael Diaz, Strategic Engagement Director



Rafael currently manages the North American region for GSMA's Digital Commerce and Personal Data programs, focusing on developing market-based initiatives for MNOs and the broader ecosystem as a function of the Strategic Engagements department. Previously, he was a key member of the NFC program for four years, directing the implementation of global interoperable SIM-based NFC specifications and go-to-market mobile commerce deployment activities in Europe, Latin America, China, Japan and Korea. Prior to GSMA, Rafael worked on micro-finance at the Bill & Melinda Gates Foundation and Enterprise Risk Services at Deloitte.

### Ricardo Atlaco, Business Development Manager



Mr. Ricardo Barrera Atlaco is an engineer that serves as Business Development Manager at Speedy Móvil, an América Móvil Group company. At Speedy he leads the commercial and technical services roadmap for the VAS platform (HUB). Ricardo has over 7 year experience in the field of value added services in telecommunications, he specializes in maintaining a fresh view of the SVA market implementing services in a timely manner with a vision to scale. User authentication has been one of the technologies he is exploring in the implementation of corporate and mass market services for both mobile and fixed telephony. Ricardo likes to travel, learn about other cultures, wine and good food.

### Diego Scalise, Head of Innovation and New Technologies



Diego Scalise is responsible for Innovation and New Technologies, reporting to the CIO of Telefonica and Movistar. He is in charge of planning and mid-long term evolution of platforms and architecture for VAS, Telco, Internet and New Technologies. In his role, Diego takes part in Telefonica's global projects and participates in Telco and Internet standardization groups. He is graduated in Informatics.



## Official Sponsors 2014

Premium Sponsor



Standard Sponsors

