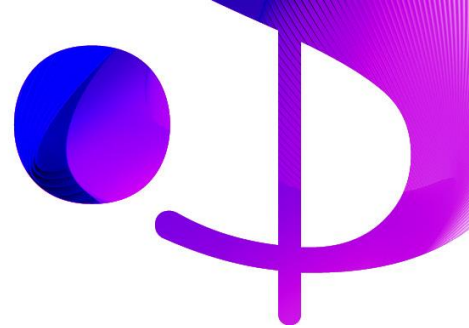


IP Finance Dialogue  
**Expanding  
Horizons on  
IP Finance  
and Valuation**



**Geneva and Online**

**Tuesday, November 21, 2023 (10:00–15:45 CEST)  
WIPO Conference Hall**

**Mr. Daren Tang**  
**Director General, World Intellectual Property  
Organization**

Daren Tang, a national of Singapore, began his six-year mandate as Director General of the World Intellectual Property Organization (WIPO) on October 1, 2020. Prior to his appointment as WIPO Director General, he served as Chief Executive of the Intellectual Property Office of Singapore (IPOS), driving the strategic transformation of IPOS in support of Singapore's innovation-based economy.

Between 1997 and 2012, before joining IPOS, Daren Tang held different legal positions within the Attorney-General's Chambers and the Ministry of Trade and Industry of Singapore. In 2016, he received the Public Administration Medal from the Prime Minister's Office Singapore for outstanding efficiency and competence in the service of his country.

Daren Tang is a graduate of the National University of Singapore (Bachelor of Law, Honors) and the Georgetown University Law Center (Master of Laws, Distinction). He also attended the Advanced Management Program at Harvard Business School. He is fluent in English and Chinese.



Expanding Horizons on IP Finance and Valuation 2023

IP Finance Dialogue

# Expanding Horizons on IP Finance and Valuation



**H.E. Ms. Indraneel Rajah,  
Minister in the Prime Minister's Office, Second Minister  
for Finance and Second Minister for National  
Development, Singapore**

Ms Indraneel Rajah is the Minister in the Prime Minister's Office. She is also Second Minister for Finance and National Development. Ms Rajah is the Leader of the House for the 14th Parliament. She has been a Member of Parliament for the Tanjong Pagar Group Representation Constituency (GRC) since 2001. She is a Senior Counsel and was a practicing lawyer before joining Government. Ms Rajah assists in the oversight of the National Population and Talent Division in the Prime Minister's Office.

Under her Finance portfolio, she is involved in the development of the Government's fiscal policies. She also oversees the Professional Services Programme Office and Infrastructure Asia. As Second Minister for National Development, she is involved in the formulation of Singapore's housing and development policies.

Ms Rajah is also involved in the Forward Singapore exercise, as one of the Ministers overseeing the Care pillar. This pillar explores how to enable every Singaporean to lead a dignified and fulfilling life, and to better care for themselves and others around them. Forward Singapore is a collective effort between the Government and Singaporeans, to refresh Singapore's social compact and set out a roadmap for the next decade and beyond.



# IP Finance Dialogue

## Expanding Horizons on IP Finance and Valuation



**Ms. Pamela Coke-Hamilton,  
Executive Director, International Trade Center**

Pamela Coke-Hamilton has served as Executive Director of ITC since October 2020. Since that time she has led the agency to meet the economic and trade challenges posed by the Covid-19 pandemic and subsequent global supply chain disruptions. Ms. Coke-Hamilton has a breadth of experience and expertise in trade-related capacity-building and sustainable development and a deep understanding of the challenges faced by vulnerable economies such as the small island developing states and least developed countries.



Ms. Coke-Hamilton has worked extensively with the private sector and academia across African, Caribbean and Pacific countries to build trade-related institutional strength within member States. She also established the Women Empowered through Export (WeXport) platform to address the disadvantages that women-owned firms experience in accessing markets. She began her career in Jamaica's Ministry of Foreign Affairs and Foreign Trade, and later also served as Director of Trade, Tourism and Competitiveness of the Organization of American States (OAS) and Executive Director of the Caribbean Export Development Agency (CEDA).

**H.E. Rouhollah Dehghani Firouzabadi,  
Vice-President for Science, Technology and Knowledge-based Economy of I.R. Iran**

H.E. Rouhollah Dehghani Firouzabadi is an associate professor at Sharif University of Technology and distinguished researcher in the field of Aerospace engineering. Since 2022, by the decree of the President of I.R.Iran, He has been appointed as the Vice-President for Science, Technology, and Knowledge-based Economy and Chairman of Iran's National Elites Foundation. He held previous roles as Deputy of Research, Technology and Innovation, Islamic Azad University and Deputy of Cultural and Social Affairs, Sharif University of Technology.



# IP Finance Dialogue

## Expanding Horizons on IP Finance and Valuation



**Mr. João Negrão,  
Executive Director, European Union Intellectual  
Property Office (EUIPO)**

Mr Negrão led the expansion of the EUIPO's cooperation with national and regional EU IP offices, creating the European Union Intellectual Property Network. In the framework of this cooperation, the EUIPO, together with the national offices of the Member States, developed some of the most advanced IT systems and tools, such as TMview and DESIGNview, which are today fully available, online, in more than 30 languages, and free of charge, to all the users of the IP system. He also led the creation of the Convergence Programme, which harmonises practices at EU level, and oversaw the expansion of the EUIPO's international cooperation activities.



**Mr. Peter Kažimír,  
Governor of the National Bank of Slovakia**

In April 2012 Mr Kažimír was appointed Deputy Prime Minister and Minister of Finance of the Slovak Republic. As Finance Minister, from 2012 to 2019, his main priorities included combatting tax fraud and evasion, structural reforms, and public spending rationalization via projects such as the Value for Money spending review. Since 1 June 2019 Mr Kažimír has served as the Governor of Národná banka Slovenska (NBS). As NBS Governor, he is also a member of the Governing Council of the European Central Bank, a member of the General Board of the European Systemic Risk Board, Alternate Governor of the European Bank for Reconstruction and Development for the Slovak Republic and, since 4 June 2019, Governor of the International Monetary Fund for the Slovak Republic. Mr Kažimír was chosen for the 2018 European Finance Minister of the Year Award by the Banker, a British magazine.





IP Finance Dialogue

# Expanding Horizons on IP Finance and Valuation



**Mr. Marco Aleman,  
Assistant Director General,  
IP and Innovation Ecosystems Sector, WIPO**

Marco M. Alemán, studied law at the Javeriana University (J.D., 1991) where he also obtained a Corporate Law Certificate (L.L.M., 1996). He then obtained a Diploma in Advanced Studies (DEA) in Research at the Alcala University (Spain, 2006), and a Ph.D. in Law (2011, Cum Laude). Mr. Alemán practiced as an IP Attorney from 1991 to 1995. He was then appointed Head of the Colombian Industrial Property Office, from 1995 to 1998, and was invited as a Fellow Visiting Researcher at the Max Planck Institute in Munich, Germany in 1998. He joined the World Intellectual Property Organization (WIPO) in Geneva, Switzerland, in 1999 as Senior Program Officer, Office of Cooperation for Development for Latin America and the Caribbean (from 1999 to 2006). He was then appointed Deputy Director in the Division for Public Policy and Development (from 2006 to 2009), Deputy Director of the Patent Law Division (from 2009 to 2013) and went on to be Director of the Patent Law Division. He currently holds the position of Assistant Director General, leading the IP and Innovation Ecosystem Sector (IES).



Mr. Alemán is the author of *The Andean Legal Framework on Trademarks* (Bogota, 1994) and co-author of several books, the most recent ones being: *Studies in Homage to Mariano Uzcátegui Urdaneta* (Caracas, 2011), *Bilateral Trade Agreements and Intellectual Property* (Heidelberg, 2014), *Intellectual Property Study in contemporary issues* (Mexico, 2015) and *Technology Transactions* (Genève/ Zurich 2018, Schulthess Éditions Romandes). Languages: Spanish, English and French.

# Expanding Horizons on IP Finance and Valuation



**Mr. Alejandro Roca-Campaña,  
Senior Director, IP for Innovators Department  
IP and Innovation Ecosystems Sector, WIPO**

Alejandro ROCA CAMPAÑA has more than 30 years of professional experience in WIPO, 18 of which were spent in the Development Sector and 12 in the Global Infrastructure Sector. He currently holds the position of Senior Director, IP for Innovators Department in the IP and Innovation Ecosystem Sector (IES) since March 2021.

The main responsibility of Mr. Roca Campana consists of advising and coordinating WIPO's programs related to capacity building for the development of institutional innovation ecosystems of universities, knowledge transfer organizations (including Technology and Innovation Support Centers – TISCs) and other research and development institutions to effectively use IP assets and to manage them from creation to the commercialization of products and services based on research outcomes.

He holds a university degree in Economics by the Moscow State Institute of International Relations, with a specialization in International Economic Relations. He also obtained a specialization Diploma as a patent agent at the Russian Central Institute for Advanced Learning in Intellectual Property of the USSR State Committee of Inventions and Discoveries. In addition to Spanish- his mother tongue-, he speaks fluently English, French, Russian and Italian.



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### **Mrs. Rena Lee, Chief Executive, Intellectual Property Office of Singapore, Singapore**

Mrs Rena Lee is the Chief Executive of the Intellectual Property Office of Singapore (IPOS). Rena began her career in the public service with the Ministry of Defence and later joined the Attorney-General's Chambers. Rena has specialised in the practice of international law, covering multiple practice areas including international humanitarian and human rights law, disarmament law, law of the sea, environmental and climate change law, and the law of privileges and immunities, and international organisations. Mrs. Lee is also Singapore's Ambassador for Oceans and Law of the Sea Issues and the Special Envoy of the Minister for Foreign Affairs.



### **Ms. Astrid Bartels, Head of Access to Finance Unit, Directorate-General Internal Market, Industry, Entrepreneurship and SMEs, European Commission**

Ms Bartels has been working on financial instruments for SMEs and related policies since 2011. Prior to that, she worked in the area of chemicals legislation, where she was instrumental to setting up the European Chemicals Agency in Helsinki.

Before joining the Commission in 2002, she was a consultant for Bain & Company and also a corporate client relationship manager at Deutsche Bank. She holds a Vordiplom in economics from the University of Hagen and obtained an MBA from the University of North Carolina, Kenan Flager Business School, USA.



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**Ms. Allison Mages,**  
**Head of IP Commercialization Section,**  
**IP for Innovators Department, WIPO**

Ms. Mages is the Head of the IP Commercialization Section at the World Intellectual Property Organization (WIPO). Building on her experience as an intellectual property attorney for a Fortune 500 company and an inventor, her team empowers enterprises, innovators, and creators to maximize their potential through the creation and commercialization of IP. Her group also focus on improving access to affordable capital through intellectual property. She has worked with more than 50 countries to develop their legislative frameworks and support businesses through their creativity and ingenuity.



**Ms. Nabila Aguele**  
**Member of the Board of Directors of INSEAD,**  
**former Special Adviser to the Ministry of**  
**Finance and Planning**

Nabila Aguele served as a Special Adviser to Nigeria's Minister of Finance, Budget, and National Planning, and supports on international development cooperation; and performance monitoring and evaluation for data-driven policy formulation and implementation. Ms. Aguele previously served as a Special Adviser to the Nigerian Minister of Finance, and as a Technical/Special Adviser to the Nigerian Minister of State for Budget & National Planning. Before that she practiced law in the United States, representing Fortune 500 companies in complex civil litigations at international law firms Morrison & Foerster LLP and Sonnenschein Nath and Rosenthal LLP (now "Dentons").





# Expanding Horizons on IP Finance and Valuation



**Mr. Roland Emmans,**  
**Head of Technology Sector & Growth Lending,**  
**HSBC London**

Roland is a career banker, but not of the traditional mould. He is a big fan of psychology, and how human beings interact with each other and technology. Roland spends a lot of time cutting through 'Buzz words' of what tech change really means to us here and now, and in the medium term. Roland heads up HSBC UK's Technology Sector & Growth Lending, helping growing businesses from start-ups to large quoted multinationals. He is a 25 yrs.+ career banker having worked in a wide range of roles and geographies, for the last 12 years he has focussed purely on the tech sector. Roland jokes that he spends much of his time translating what tech firms do into a language banks can understand.



**Mr. André Gorius,**  
**Former Head Global IP Valuation Committee,**  
**Licensing Executives Society International**  
**(LESI)**

André Gorius graduated from the Ecole Normale Supérieure (Paris, 1985), where he obtained the titles of « Docteur de Troisième Cycle » and « Professeur Agrégé » in Physics. In 1988, he obtained his PhD ("Doctorat d'Etat ès Sciences") in Chemical Engineering. He specializes in valuation of intangible and IP assets and start-ups, in the general frames of Technology Transfers, Merge & Acquisitions, and Transfer Pricing, Litigations. Since July 2019, he is a consultant and advisor to companies, he is a member of the "Association d'Experts en Evaluation d'Entreprises" (Enterprise Valuation Experts), AMAVI (Association for Management and Valuation of Intangibles), is a former Chair of the IP Valuation Committee, within LESI (Licensing Executives Society International) and since January 2023 is an International IP Valuation Expert for WIPO.



# Expanding Horizons on IP Finance and Valuation



**Prof. Jonathan Haskel**  
**Professor of Economics at Imperial College Business School, Imperial College London**

Mr Haskel has taught at the University of Bristol and London Business School and been a visiting professor at the Tuck School of Business, Dartmouth College, USA; Stern School of Business, New York University, USA; and visiting researcher at the Australian National University. His research is on productivity and intangible investment and is the co-author of the book, "Capitalism without Capital: The Rise of the Intangible Economy". He has been a non-executive director of the UK Statistics Authority and panel member of the Competition and Markets Authority.



**Prof. Nicolas Crouzet**  
**Associate Professor of Finance, Northwestern University, Kellogg School of Management**

Mr. Crouzet joined the Kellogg School of Management in 2014. He has a bachelor in science degree in engineering from Ecole Polytechnique and a PhD from Columbia University. His research focuses on the macroeconomic and financial determinants of corporate investment.

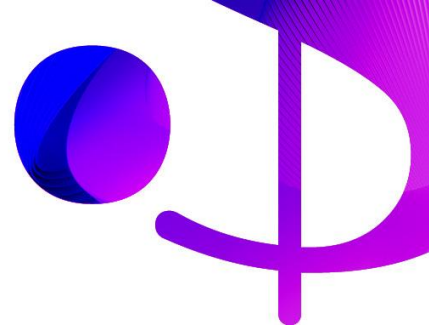


**Ms. Dulce Maria Miranda**  
**IP Partner, Deloitte Legal and Former member of the European Commission's Expert Group on Intellectual Property Valuation**

Ms. Miranda is a Partner in Deloitte Legal Spain, with a vast experience in intellectual property law (protection, enforcement, and monetization of IP rights). She also specializes in the legal aspects associated with taxation of intangibles. She was a member of the group of independent experts appointed by the European Commission (Directorate General for Research and Innovation) to draft a report on the valuation of industrial and intellectual property rights. She is listed in some of the most renowned legal directories, such as Chambers & Partners, in the field of intellectual property law. She is a co-author of several publications in this field.



# Expanding Horizons on IP Finance and Valuation



**Mr. Nicholas Talbot**  
**Chief Executive Officer, International Valuation Standards Council (IVSC)**

Mr Talbot is the CEO of IVSC which is a not-for-profit organisation bringing together leaders and experts from across the world to set global valuation standards and encourage valuation professionalism. Through his work at IVSC, Mr Talbot works with regulatory leaders, Ministers, other global standard setters, valuation professional organisations, the investor community, major banks, universities, valuation providers, professionals, data providers and others to improve the global approach to valuation. Mr Talbot also brings strategic and conceptual insights to the Expert Consultative Group of WIPO on how to approach Valuation of Intangible Assets and on the technical skills needed for IVSC valuation professionals.



**Mr. Johannes Post**  
**Global Head of Valuation Services, KPMG**

Mr. Post is KPMG's Global Head of Valuation Services and a Deal Advisory Partner in the KPMG Zurich office. He joined KPMG's Munich office in 2001, he spent two years with KPMG New York office and has been based in the KPMG's Zurich since 2008. Mr. Post performs complex business valuations and valuations of intangible assets such as brands, technology, or customer relationships. He is providing his services in the context of sell side and buy side M&A mandates, joint ventures, capital funding, as well as for restructuring cases or in litigation and international arbitration proceedings such as shareholder / JV partner disputes, in intellectual property right infringements, breaches of contract or inheritance disputes.



# Expanding Horizons on IP Finance and Valuation



**Ms. Margherita Marini**  
**IP Commercialization Specialist, IP Commercialization Section, IP for Innovators Department of WIPO**

Prior to joining WIPO, Ms. Marini was the Head of Global Innovation Services at University College London (UCL) where she led the department advising R&D intensive small-medium enterprises (SMEs), spinouts and startups on how to commercialize new technologies and grow through international collaborations, tech repurposing and mergers & acquisitions. Ms. Marini also worked at CERN's Knowledge Transfer Department, with a particular focus on translating detector-related tech (semiconductors, microelectronics, and digital tech) for industrial applications in the healthcare sector.



**Mr. Neil Bellamy**  
**Head of Technology, Media, Telecoms (TMT) and Services, NatWest Group**

Mr. Bellamy has been a front-line Banker for 29 years and for the last 10 years, has been responsible for the strategy, proposition, and risk for the global TMT sector with a portfolio with a balance sheet of c£17bn.

His team is the no.1 supporter of the UK Tech sector helping businesses ranging from universities to spin outs, to FTSE100 to get the 3B's –get Backing, get Big & get Bought. Mr. Bellamy is a mentor on the Imperial Ventures Mentoring Service (IVMS) for world class Imperial College spin outs. He is accredited by the Institute of Enterprise & Entrepreneurship and Board Advisor to some of the UK's most exciting start-ups."





# IP Finance Dialogue

## Expanding Horizons on IP Finance and Valuation



### **Mr. George Gachara** Managing Partner, HEVA Fund

As the managing partner at HEVA Fund from 2013 to 2022, Mr. Gachara raised over USD 10 million, deploying it to over 100 businesses in the sectors of film, music, fashion, and gaming in East Africa. His influence further extended to supporting the establishment of initiatives such as the Ford Foundation backed Documentary Africa Fund (2018), the Netflix Film and Television scholarship program in East Africa (2022), and the Mastercard Foundation's creative industries program (2023). As a scholar, filmmaker, and author, Mr. Gachara has over 12 research projects, a catalogue of films featured globally which won awards, including the Berlinale Teddy Awards, Jury Prize (2015). He is also the author of the book: *"The Reverse is True. A Reflective Journey."*



### **Ms. Gabriela Contreras Aguilera** Corporate Legal Manager LATAM, Luminova Pharma Group

Ms. Contreras Aguilera is a lawyer and notary public with more than 18 years of experience in the field of intellectual property law. She worked as the Director of Intellectual Property of a leading law firm in Guatemala. Before joining the private practice, Ms. Contreras Aguilera worked for the Department of Oppositions at the Intellectual Property Registry of Guatemala and for the Chamber of Commerce of Guatemala. Currently, Ms. Contreras Aguilera is the Corporate Legal Manager for Latin America of Luminova Pharma Group, a pharmaceutical company with presence in more than twelve countries.



# Expanding Horizons on IP Finance and Valuation



**Mr. Guy Pessach**  
**Director, IP for Business Division, IP and Innovation Ecosystems Sector, WIPO**

Prior to joining WIPO, Mr. Pessach was a Law Professor at the Faculty of Law, Hebrew University of Jerusalem, specializing in Intellectual Property, Law & Technology, and the Creative Industries. Mr. Pessach was a Fulbright Scholar, Residential Fellow at the Information Society Project, Yale Law School; a Visiting Professor at Columbia Law School, City University Hong Kong, UBC and the Center for Transnational Legal Studies, Georgetown University Law School and an Erasmus Mundus, Visiting Scholar at the Center for Law, Society and Popular Culture, University of Westminster. He also worked at the Economic Department of the Israeli State Attorney's Office; The Israeli Antitrust Authority; the Bank of Israel and as a private IP legal counsel counselling to technology transfer offices, startups, technology, and media companies

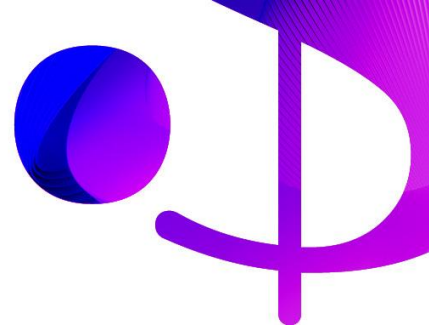


**Mr. Matúš Medvec**  
**President of the Industrial Property Office of the Slovak Republic (IPO SR)**

Prior to his appointment as President of the IPO SR, he served in the National Bank of Slovakia, negotiating the European and international legal standards, coordinating, and managing teams at the national and international level. Between 2009 and 2014, Mr. Medvec held different positions within the Bank for International Settlements in Basel, Switzerland, the European Parliament - Committee on Economic and Monetary Affairs (ECON), Ministry of Education, Science, Research and Sport of the Slovak Republic and within a law firm in Bratislava.



# Expanding Horizons on IP Finance and Valuation



**Ms. Chen Mingyuan**  
**Director of Operational System Construction**  
**Division, Intellectual Property Utilization and**  
**Promotion Department, China National**  
**Intellectual Property Administration (CNIPA)**

Ms. Mingyan is a government attorney and a nationally recognized professional in the field of intellectual property. Since 2000, she has been engaged in macro-level intellectual property management, intellectual property financial services, utilization of intellectual property, and patent administrative law enforcement at CNIPA. She is responsible for policy development and work promotion and has authored over 10 national standards, including "Guidelines for Intellectual Property Management in Higher Education Institutions", "Guidelines for Intellectual Property Management in Research Organizations", "Guidelines for Patent Navigation" and "Guidelines for Patent Evaluation".



**Mr. Hassan E. Zanalain,**  
**Senior Business Developer, Saudi Authority for**  
**Intellectual Property (SAIP)**

As the Business Development Specialist at the Saudi Authority of Intellectual Property (SAIP), I lead groundbreaking initiatives, guiding innovators from concept to IP filing and market launch. Serving as a key advocate and project manager for the IP Exchange Market within the National Intellectual Property Strategy, I leverage emerging technologies to activate passive IPRs. Committed to strategic awareness, I facilitate workshops, mobilizing knowledge, and fostering support for innovative ventures.



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**Mr. Michael Kos**  
**IP Finance and Valuation Expert,**  
**IP Commercialization Section, IP for**  
**Innovators Department of WIPO**

Prior to joining WIPO, Mr. Kos worked for more than ten years in the financial sector. During this time, Mr. Kos has executed several cross-border mergers & acquisitions and has gained valuation and transaction expertise in a range of industries incl. consumer goods & retail, pharmaceuticals & medtech and industrial technology. From 2017 to 2021, Mr. Kos was a Vice President with Alantra, a Zurich-based corporate finance boutique, where he worked with a specific focus on managing corporate transactions. He has also held roles at Deloitte, Robert W. Baird, and KPMG. In addition, Mr. Kos is a Chartered Financial Analyst and a Fellow of the Association of Chartered and Certified Accountants.



**Prof. Xiaolan Fu**  
**Technology and Management Centre for**  
**Development (TMCD), Professor of**  
**Technology and International Development,**  
**Oxford University**

Ms. Fu is also the Director of Research of Oxford Department of International Development at the University. Founder of OxValue.ai. Her research interests include innovation, technology, and industrialization; trade, foreign direct investment, and economic development; and emerging Asian economies. Ms. Fu is appointed by the Secretary-General of United Nations to the Governing Council of the Technology Bank for the Least Developed the Counties and to the Ten-Member High Level Advisory Group of the UN Technology Facilitation Mechanism. She has published extensively in leading international journals. Her recent books include *Oxford Handbook of China Innovation (2022)*, *Innovation Under the Radar: The Nature and Source of Innovation in Africa (2020)*, *China's Path to Innovation (2015)*, *China's Role in Global Economic Recovery (2011)*, and *The Rise of Technological Power in the South (2010)*.





# IP Finance Dialogue

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**Ms. Leann Pinto**  
**Chief Executive Officer, IPwe**

Leann Pinto began a career as a pharma patent litigator. In 2019, Ms Pinto joined IBM's IP business group where she generated over \$150 million in revenue, eventually moving up to the Director of Patent Licensing role Ms Pinto has overseen the final development and launch in January 2023 of IPwe's financial IP valuation and business insight strategy tool called Smart Intangible Asset Management (SIAM). Leann was nominated CEO of IPwe in April 2023 and continues to lead the company's growth in partnerships, SIAM users and expansion into Japan. She is widely known as a thought leader in IP finance, having recently earned a slot in IAM's Strategy 300, as well the application of AI and blockchain—the core technologies underlying IPwe's SIAM—to IP strategy and utilization for business.



**Mr. Brian Hinman**  
**Chief Innovation Officer, Aon Intellectual Property Solutions**

Mr. Hinman has over 30 years of experience in the field of intellectual property and was inducted into the IP Hall of Fame in 2023 and received the Q Todd Dickinson Award for Lifetime Achievement in Intellectual Property. He has held senior executive positions at some of the world's leading companies. Most recently, he served as Executive Vice President and Chief Intellectual Property Officer at Philips and CEO of Philips Intellectual Property and Standards. Mr. Hinman was co-founder and Chief Operating Officer of Unified Patents Inc., and prior to that, he held positions of Vice President of IP and Licensing at IBM, Verizon and InterDigital, and was founding CEO of Allied Security Trust.



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**Mr. Musa Parmaksiz**  
**Head of AI and Data Center of Excellence, UBS Group**

Mr. Parmaksiz is the Head of UBS's Artificial Intelligence and Data and Analytics Center of Excellence in Investment Banking (IB AI CoE). The CoE collaborates with internal functions to facilitate onboarding to the data ecosystem, create re-usable systems and promote them, and develop standards and best practices. Prior to joining the UBS Group, Mr. Parmaksiz held various leadership roles in global banks for over a decade. As the Head of Innovation and Automation in UBS's Group Risk Control division, he designed and implemented projects that enhanced risk management processes. Previously, as the Head of quantitative teams, he oversaw the development of models in the areas of market and credit risks, helping banks to optimize their regulatory capital requirements.



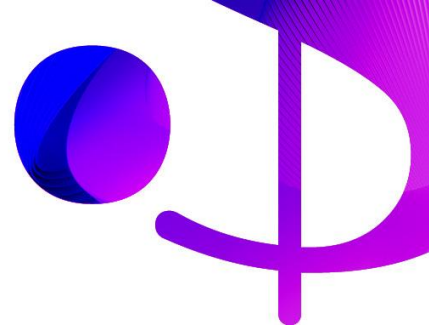
**Mr. Joern Radloff**  
**Global Head of Music Publishing and Partnerships, Twitch Music**

Mr. Radloff is the Global Head of Music Publishing & Partnerships for Twitch Music, a leading global music licensing, strategy, and music repertoire valuation. Previously, he held the same position at Amazon Music following on from a role leading and scaling the IP Rights/Music licensing team for ByteDance / TikTok.

His career builds on previous roles as an IP and M&A lawyer and strategy consultant in international law firms, strategy consultancies and start-ups – evaluating, defining, and executing business strategies in IP monetization, tech, and music rights markets.



# Expanding Horizons on IP Finance and Valuation



**Mr. Joseph Calabrese**  
**Former Partner and Global Chair of**  
**Entertainment, Sports, and Media, Latham**  
**Watkins**

Mr. Calabrese provided his clients with a uniquely experienced perspective on a full spectrum of film, television, sports, and content-related business transactions including negotiating complex distribution and licensing agreements, mergers and acquisitions and structured finance transactions. He currently serves on the Board of the Constitutional Rights Foundation. He also serves on the Executive Board of the UCLA School of Theater, Film and Television Executive Committee and the Cornell Law School Advisory Committee. Mr. Calabrese has been continually recognized as one of the Top 100 Lawyers in California by the *Daily Journal*.



**Ms. Lucrecia Cardoso**  
**Secretary of Cultural Development, National,**  
**Ministry of Culture of Argentina**

Ms Cardoso is currently in charge of the Secretariat of Cultural Development, under the Ministry of Culture of Argentina. She also served as Executive Director of the Observatory of the Audiovisual and Info communications Sector (OSAI) and was one of the compilers of the book "Políticas y producción audiovisual en la era digital en América Latina", which synthesizes the results produced within the framework of the CLACSO Working Group on the subject.



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**Ms. Juni Tingting Zhu**  
**Senior Economist, World Bank Group**

Ms. Zhu is a Senior Economist at the World Bank Group based in Washington, DC. She serves as a technical lead in digital business ecosystem, entrepreneurship, and innovation-driven growth topics. Her recent practice covers new knowledge on the industrial organization of platform-based and data-driven businesses, including those in the creative industries and e-commerce. Her scope of work is global and has field experience in implementing investment projects and reforms in Africa, Middle East, Central Asia and Southeast Asia. Her publications in peer reviewed journals are in the areas of economic geography and econometrics.



**Mr. Rafael Ferraz Vasquez,**  
**Legal Officer, Copyright Law Division,**  
**Copyright and Creative Industries Sector,**  
**WIPO**

Since 2013, Rafael Ferraz Vasquez participates in global policy discussions as part of the Copyright Law Division, Copyright and Creative Industries Sector of the World Intellectual Property Organization. He obtained his bachelor from the Federal University of Rio de Janeiro (UFRJ) and holds a master degree in Intellectual Property and Information Society from the University of Alicante, Spain. Before joining WIPO, Rafael worked as a lawyer in Brazil where he advised companies on intellectual property issues including licensing negotiation and strategic IP protection. Rafael had also collaborated with other international organizations such as the EUIPO before joining the Copyright Law Division at WIPO.





# Expanding Horizons on IP Finance and Valuation



**Mr. Alexander Cuntz**  
**Head, Creative Economy Section, Department**  
**for Economics and Data Analytics, IES, WIPO**

Mr. Cuntz heads the Creative Economy Section at the World Intellectual Property Organization (WIPO) in Geneva. Before joining WIPO, he worked as a senior consultant at the Federal Expert Commission for Research and Innovation (EFI) in Berlin and as a research fellow at the European Commission in Seville. His economic research focuses on creativity, the role of intellectual property, and the impact of digitization on creative industries.

