

Boosting the European business sector: It starts with cycling

20th February, Brussels

SPEAKERS

Mr MATT MALLINDER

Membership Director at Cycling UK (Bike2Work project partner)

As Membership Director, Mr Mallinder is responsible for the whole member experience from developing the membership product, recruitment marketing, communications and ensuring seamless renewal and first rate customer service.

Cycling UK has championed the cause of cycling for well over a century. They promote all forms of cycling, protect the interests of existing and would-be cyclists, and inspire people of all ages, backgrounds and abilities to discover the joys of cycling.

Cycling UK was among the organizer of a huge bike-to-work campaign in the United Kingdom with more than 400,000 participants.

Ms ALINA LUCA

Internal Communication, Corporate events and CR Senior Coordinator at TELEKOM Romania

Ms Luca has an over 8 years' experience in areas such as internal communication, PR and organizational development in banking and telecommunications. Graduated the Faculty of Economics and Business Communication, has a Master in Economics from the Academy of Economic Studies in Bucharest and continues the academic work through scientific research in economics.

Telekom is present in Romania since September 2014, after the rebranding of Romtelecom and COSMOTE, having as main objective to become the no. 1 integrated operator on the Romanian market, with a sustainable position in all segments and geographical regions, capitalizing on the fix-mobile synergy along the value chain, in order to have a very efficient and concentrated operational model – to offer excellence to your clients.

Telekom Romania complies with corporate governance principles by assuming responsibility for employees, economic development, ecology and social aspects in all its business activities. Therefore, the company is actively involved in multiple activities supporting the community through sponsorship activities, social programs, health prevention campaigns, in a way that encourages the use of technology for community development.

Mr MATTHIAS SCHEID

Project Manager at FGM-AMOR (Bike2Work partner)

Austrian Mobility Research has unique access to pan-European research and development networks within the transport and mobility sector. The participation in more than 100 EU-projects with over 500 partners ensures high quality of work and knowledge.

FGM-AMOR had a leading role in designing and implementing the Cycle-Friendly Employer Certification Framework as the main legacy of the Bike2Work project and a sustainable and profitable tool for project partners.

Ms SOPHIA-MARIA ANTONULAS

Project Manager and Cycle Friendly Employer manager at ADFC (Bike2Work project partner)

Sophia-Maria Antonulas is the Project Lead for the Cycle Friendly Employer program at the ADFC (German Cyclists' Association). She leads the organization's nationwide efforts to certify and consult cycle friendly employers. She is the founder of an online wine store that delivers by bicycle and founded the brand "I bike Berlin". Previously she worked as Localization Producer at Longtail Studios in New York City, where she was responsible for the localization of story-based games for markets worldwide. She is originally from Vienna, Austria, where she worked as a journalist and managed online and print publishing projects. She volunteers for the Network Cycle Friendly Neukölln and is involved with several of Berlin's cycling advocacy groups.