

# Entrepreneurship for Women in Technology

## Running Order

**3:00pm: Welcome / Opening remarks**

Julian Ellison, Enterprise Development Manager, The Digital Hub (& event MC).

**3:15pm: About WITECH & the MOOC / Q&A**

Cristina Rossi Lamastra, Full Professor of Business and Industrial Economics, President of the POLIMI Guarantee Act Committee, Head and Coordinator of WiTech Project.

Omar Mazzucchelli, Ph.D Student, Department of Management Engineering.

**3:45pm: Tea/Coffee Break**

**4:15pm: Panel Discussion / Q&A**

Elaine Burke, Editor of Silicon Republic (Panel Moderator).

Niamh Donnelly, Co-Founder and Chief Robotics Officer at Akara Robotics.

Talita Holzer, CEO & Co-Founder at waytoB & Programme Manager at Pathways to Progress.

Dervilla O'Brien, Founder at HealthBridge Technology.

**5:15pm: Keynote address**

Furkan Karayel, Author, Speaker, Lecturer.

**5:45pm: Closing remarks**

Julian Ellison, Enterprise Development Manager, The Digital Hub.

**6:00pm: Refreshments & Networking**

# Speakers

## **Cristina Rossi Lamastra**

**Full Professor of Business and Industrial Economics, President of the POLIMI Guarantee Act Committee, Head and Coordinator of WiTech Project**

Cristina Rossi-Lamastra is a Professor of Business and Industrial Economics at Politecnico di Milano School of Management (SoM), doing research on entrepreneurship, innovation, and gender issues in business contexts. She has published in Science, Management Science, Strategic Management Journal, Entrepreneurship Theory, and Practice, and Research Policy, among others. At Politecnico di Milano, Cristina is President of the Unified Guarantee Committee, Deputy Coordinator of the Ph.D. in Management Engineering, and Responsible for Alumni Relations of SoM. She served as Representative at Large of the Interest Group in Entrepreneurship of the Strategic Management Society and of the Technology and Innovation Management Division of the Academy of Management.



## **Omar Mazzucchelli**

**Ph.D Student, Department of Management Engineering**

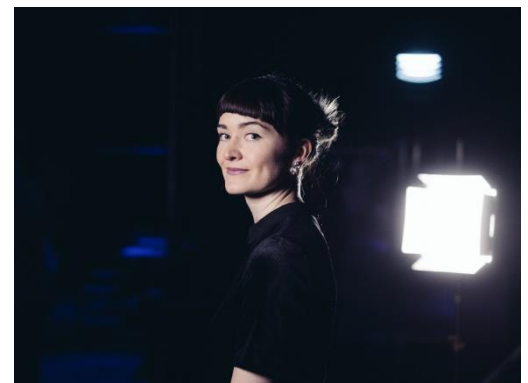
Omar Mazzucchelli is a PhD student in Management engineering, who graduated with honours in Labor Management and Communication for Organizations (LM-88, Sociology and Social Research). He is also involved in the European project Entrepreneurship for Women in Technology (WITECH).



## **Elaine Burke**

**Editor of Silicon Republic**

Elaine Burke has been editor of Silicon Republic since 2019, having served as managing editor up to then. She joined in 2011 as a journalist covering gadgets, new media and tech jobs. As well as running the Silicon Republic newsroom, she regularly appears on radio and television discussing science and technology news and trends. In 2022, she launched For Tech's Sake, a podcast co-produced by Silicon Republic and The HeadStuff Podcast Network.



## **Niamh Donnelly**

### **Co-Founder and Director of AI and Software, Akara Robotics**

Niamh Donnelly is a co-founder of Akara, a robotics and AI spin-out of Trinity College Dublin. Niamh holds a Bachelors degree in Engineering from DCU and a Masters in AI and Machine learning from UCD.

She has previously held engineering positions at Etsy and Syze (AI start-up based in Dublin) and has also worked as an AI consultant at Krisolis. She has won national awards for her AI research and was recently named by Silicon Republic as one of "20 women doing fascinating work in AI, machine learning and data science" and recognized globally as one of "50 women in robotics you need to know about 2021" by Robohub.



## **Talita Holzer**

### **CEO & Co-Founder at waytoB & Programme Manager at The Open Doors Initiative**

Talita Holzer is the co-founder of the social enterprise waytoB, which developed a smartwatch and smartphone app to support people with intellectual disabilities to navigate independently. She currently leads the Pathways to Progress programme at The Open Doors Initiative, supporting migrants, refugees and asylum seekers to access employment and education in Ireland. Throughout her career, she has been involved in the creation of several other organisations, like GoingFar and Pryvit, all with the same purpose: to make the world more inclusive for those facing additional challenges.



## **Dervilla O'Brien**

**Founder at HealthBridge Technology** Dervilla O'Brien combines coaching and training expertise with over 25 years corporate experience as a senior manager across a range of companies. She was Sales Director in Irish Biscuits, Tayto and Golden Pages, and a key negotiator with staff, customers, prospective buyers and owners. Dervilla provides strategic sales consulting, and coaching across industry, including: Agtech; digital health; An Post, Skillnet; professional services; and education.

Dervilla understands the pressures and challenges of new ventures. She has facilitated accelerator and educational programmes including:



- AgTechUCD Aggcelerator 2021 and 2022
- DCU Ryan Academy programmes: Female High-Fliers, Illuminate Boyne Valley-M1 Female Entrepreneurship Business Management & Leadership, Lighthouse, Propeller, Ingenuity and SPARK (Science Foundation Ireland).
- DCU Business School
  - Centre for Executive and International Education: Associate Faculty member
  - New Enterprise Development (final year Business Studies) Part-Time Lecturer

## **Furkan Karayel**

### **Author, Speaker, Lecturer**

Furkan Karayel is multi award winning diversity and inclusion speaker and author of the bestselling book "Inclusive Intelligence: How to be a Role Model for Diversity and Inclusion in the Workplace". Furkan lectures at the Equality, Diversity and Inclusion Master's program at Dún Laoghaire Institute of Art, Design and Technology. Her passion is leveraging women-in-tech leadership, diversity and empowering female founders globally.

Furkan founded Diversein.com after 10 years of software engineering experience in multinational tech companies in Ireland. She has been honoured with "Speaker of the Year", "Diversity and Inclusion Role Model in Business", "Trailblazer" and "Inclusive Leadership Development" Awards. Additionally, Furkan is an active speaker at international events where she shares her learnings about experiences of the tech world as a woman, her recommendations for inclusive leadership and the power of diversity and inclusion in the workplace.



## **Julian Ellison**

### **Enterprise Development Manager, The Digital Hub**

Before joining The Digital Hub, Julian was an entrepreneur in his own right for almost 30 years. At The Digital Hub he is responsible for ensuring our buildings are used by a range of talented people, compelling businesses and engaging activities. He has been The Digital Hub's representative on the Erasmus+ funded WITECH project since February 2020.

