

A nighttime photograph of a city skyline, likely Miami, Florida, featuring several illuminated skyscrapers and buildings. The lights from the buildings are reflected in the water in the foreground. A dark blue curved graphic element is overlaid on the top right of the image.

2016 Strategic Innovation Symposium

Digital Life in Latin American Cities

June 28 – 29, 2016
Miami, Florida

Convened by the Technology and Entrepreneurship Center at Harvard

2016 Strategic Innovation Symposium

Digital Life in Latin American Cities

LATIN AMERICAN HUBS ARE ESTABLISHING THEMSELVES AS GLOBALLY-RECOGNIZED CITIES OF THE FUTURE, FROM BUENOS AIRES TO MEDELLIN TO SÃO PAULO AND BEYOND.

By embracing technology and the Internet of Things (IoT), these blossoming Smart Cities will be more efficient, sustainable, comfortable and interactive, allowing citizens to enjoy an enhanced quality of life. The extraordinary potential of Smart Cities is being realized through the collaborative efforts of city governments, citizens, universities, and corporations. To foster further collaboration and discussion, we are proud to announce the **2016 Strategic Innovation Symposium: Digital Life in Latin American Cities**.

“Digital prosperity” across Latin America is made possible by the Internet of Things; however, it is not solely driven by technology. The Smart Cities movement is also heavily influenced by digital confidence, access, the open nature of governing institutions, and confidence in the digital infrastructure. Yet questions remain:

- How does Latin America fare in terms of digital confidence, access, openness, and digital infrastructure?
- What successful approaches can be implemented in Latin America to help cities solve challenges, embrace opportunities and create a better society through technology?
- How should digital prosperity be measured?

The promise of technology and the ability to create digital prosperity relies on citizen support. The time is now to engage industry and government leaders to drive policies that will present solutions for long-standing challenges in order to create digital prosperity for their communities.

The 2016 Strategic Innovation Symposium: Digital Life in Latin American Cities is aimed at advancing the discussion of digital prosperity. The two-day event will be held in Miami from June 28th to 29th, convened by the Technology and Entrepreneurship Center at Harvard (TECH) with generous sponsorship from Telefónica. The event will bring together top leaders and stakeholders to discuss the innovations that will create digital prosperity across Latin America.

Key learnings from the Symposium will be gathered into a whitepaper that will inform global policy decisions that support local economies and their initiatives. The Symposium is the start of a conversation that will continue with future events in key cities around Latin America.

The Symposium is an invite-only event that will bring together today’s leading entrepreneurs, technology experts, city leaders, and policy makers. Applications will be reviewed and attendees will be accepted on a case-by-case basis. This event is complimentary and there is no tuition fee to attend; however, travel and hotel expenses are the responsibility of individual participants. Attendance is limited, so we encourage you to apply soon.

Learn more about the Symposium and apply to attend at:
<http://theinnovatorsforum.org/digital-life-latin-american-cities>

Tuesday Speakers



Welcome Address

Luis Malvido, Telefónica

Luis Malvido is Executive Director of Telefónica HISPAM South, a region that includes Telefónica's operations in Colombia, Ecuador, Peru, Chile, Argentina and Uruguay. Previously he was Chairman of the Board and CEO at Telefónica O2 Czech Republic, the largest telecommunication company in the country. Malvido, born in Argentina in 1964, has a degree in Industrial Engineering from the Instituto Tecnológico de Buenos Aires, and started working with Telefónica during the Argentine telephone company privatization process back in 1990.



Digital Prosperity, A Global View

Raul Katz President, Telecom Advisory Services

Dr. Raul Katz is currently President of Telecom Advisory Services, a boutique firm that advises clients in the interrelated fields of strategy and regulation. He was previously CEO of Adventis and he was a Lead Partner at Booz Allen Hamilton. Dr. Katz received his Ph.D. from the Massachusetts Institute of Technology and is Director of Business Strategy Research at Columbia University's Center for Tele-Information.



Then and Now: Digital Latin America in Review

Eduardo Hauser Managing Director, Scripps Networks Interactive

An expert in media, technology and education, Eduardo Hauser is Managing Director of Scripps Networks Interactive (NASDAQ: SNI) and is responsible for the company's businesses across Latin America and the Caribbean. Convinced that you do well by doing good, Hauser is active in the non-profit field and sits / sat on the boards of NPR, the Pine Crest School, the Knight Foundation's Journalism Program and the Duke University Law School Board of Visitors. Hauser has a J.D. from Venezuela's Universidad Catolica Andres Bello and a Master of Laws degree



Filling the gaps in eHealth: Social Innovation and co-creation

Nancy Gertrudiz Founding Partner @Cares

Nancy has been working in the healthcare and ICT domains for the past twenty years; starting as a programmer and healthcare project leader in ICT companies developing electronic health records for medical practitioners' hospital and laboratory information systems. She helped establish the first e-Health and telemedicine office in Mexico's Ministry of Health as a follow-up to the National Telemedicine Strategy and coordinated academic efforts with National Institutes of Health, Telemedicine Development Center for Asia and National Research and Education Networks in the Latin American region and Mexico.



Your Student Completion Rate: What You Should be Working On

Christian Van Der Henst, Co-Founder, Platzi

Christian Van Der Henst co-founded Platzi, an online education company. Platzi teaches courses on design, marketing with a 70% completion rate, to more than 90K students worldwide. It aims to be the professional home for lifelong learning of advanced skills.



Achieving Digital Prosperity with Open Source Technology and Location Intelligence

Tyler Bird Community Development Strategist, Carto DB

Tyler Bird holds a MA in International Affairs with a focus on cities and social justice. He works at CartoDB as a Community Development Strategist and Grants Manager. In this capacity he engages with non-profits, UN agencies, International Development Institutions, government agencies and tech companies to apply state-of-the-art geospatial analysis software to projects in sustainable and innovative urban development and advocacy for smarter and more transparent cities.



Designing for the Internet of Things

Prof. Rodolphe el-Khoury Dean, University of Miami School of Architecture

Rodolphe el-Khoury is Dean of the University of Miami School of Architecture. Trained as both a historian and a designer, he divides his time between scholarship, research, and practice. He is the author of numerous books on architecture and urbanism, including *See Through Ledoux*; *Architecture Theatre*, and *the Pursuit of Transparency*; *Monolithic Architecture*; and *Figures: Essays on Contemporary Architecture*. el-Khoury leads RAD-UM a research lab for embedded technology and robotics aiming at enhancing responsiveness and resilience in buildings and smart cities.



Shaping Smart Sustainable Cities in Latin America

Cristina Bueti Adviser, International Telecommunication Union

Cristina Bueti serves as the Advisor of ITU-T Study Group 20 “Internet of Things (IoT) and applications, smart cities” and of ITU-T Study Group 5 “Environment and Climate Change” at the International Telecommunication Union (ITU). She is the ITU focal point for environment and climate change including e-waste management. She is also the TSB focal point for Latin America. Cristina graduated from the University of Florence, where she completed her postgraduate studies in International Cooperation and Telecommunications Law in Europe.



Smart Cities in Latin America

Rosalia Simon IoT Smart Cities Director, Telefónica

Since January 2016 Rosalia is Smart Cities Director at Telefónica within the Internet of Things recently created area. She joined Telefónica in 2011 as M2M end to end Products Director leading the development and underpinning of vertical M2M solutions such as transport, energy and industry at global level. She previously developed her career at Accenture as Communications & High Tech Operating Group senior manager in different roles from business development to leading consulting engagements.



Learning Perspective: Increasing Accessibility

Chris Lewis Lewis Insight

Chris Lewis is a highly regarded and experienced Telecoms Industry Analyst covering the depth and breadth, demand and supply of the ICT sector on a global basis for 30 years. Registered blind throughout his career and a leading user of assistive technology, Chris now brings his knowledge to help the charitable organizations, the healthcare sector and the ICT industry.

Wednesday Speakers



A Safe Digital Life in Latin America

Jorge Luis Ruiz Global Digital Acceleration Head, Citi

Jorge Luis Ruiz is Citi's Global Digital Acceleration Head. He is in charge of positioning Citi as a leader in the FinTech industry and partnering with key stakeholders in the FinTech ecosystem to accelerate innovation. He previously headed Business Development and Digital Banking for Latin America. Before joining Citi, Mr. Ruiz held functions as Founding Partner and CEO in firms related to Insurance, Capital Markets and Fund Management. Mr. Ruiz holds a degree in Finance from The University of Texas.



Emerging Online Healthcare Networks

Dr. Yuri Quintana Director, Global Health Informatics

Yuri Quintana, Ph.D. is focused on developing innovative technologies that connect healthcare professionals and patients on a worldwide basis. He is Director of Global Health Informatics in the Division of Clinical Informatics, Beth Israel Deaconess Medical Center, and Assistant Professor of Medicine at Harvard Medical School. Dr. Quintana's current projects are focused on building and evaluating platforms that connect women, midwives, pediatricians and other care providers in a mobile phone-enabled network.



Digital Prosperity: An Opportunity to Rethink Privacy

Laura Micas Juanes Assistant General Council, Int. Privacy & Human Rights at Yahoo!

Laura specializes in online privacy for Yahoo!, focusing on emerging markets in Latin America and the Asia-Pacific regions. Her interest in privacy and data protection has grown in step with the increased focus on this issue, particularly in emerging markets that see privacy as a critical aspect of successful digital development and trade. Ms. Juanes, a qualified lawyer from Spain, has held different positions within Yahoo!'s legal division, both in Yahoo! Spain, as a General Counsel, and in the Americas, as a Legal Compliance Director, where she has dealt with a range of matters related to the online space, such as intellectual property, e-commerce, liability; law enforcement, mobile, privacy and data protection.



Scope, scale and risk like never before: Securing the IoT

Nikoloas Tsouroulas Global Head of Cybersecurity, ElevenPaths

During the past 17 years he has developed his career in the Telecommunications Industry, holding various research, engineering and managerial positions in British Telecom and Telefónica, always in areas and projects that targeted the transformation of the core telco business into digital ones. His areas of experience and expertise cover mobile network optimization, mobile devices and operating systems, cloud computing, information security, mobile security, network security, threat intelligence, IoT Security and cybersecurity in general. In his current role, he is in charge of defining and developing novel cybersecurity services.



Innovating in a Digital World

Prof. David S. Ricketts Fellow, Technology and Entrepreneurship Center at Harvard

Prof. David S. Ricketts received his PhD from Harvard University and has held appointments at Carnegie Mellon University, Harvard University, MIT and North Carolina State University. For the past decade Prof. Ricketts has helped shape the Innovation in Science and Technology courses in the School of Engineering and Applied Sciences. He was the inaugural Innovation Science Fellow in the Technology and Entrepreneurship Center in the School of Engineering and Applied Science. He teaches executive education and delivers keynotes on accelerating innovation in organizations around the globe.



MexiCAN

Marcus Dantus CEO, Startup Mexico

Marcus is a recognized serial entrepreneur with almost 2 decades creating, managing, funding and mentoring startups both in Mexico and the US. He currently heads Startup Mexico, Mexico's first entrepreneurial super hub, a 40,000 sq. ft. facility especially designed to foster collaboration and innovation and host aspiring entrepreneurs, startups, seed funds and a variety of services aimed at newly created companies. Marcus also teaches entrepreneurship and innovation at IPADE, Mexico's top graduate business school and heads the startup creation module at ISDI's Master in Internet Business program.



New Ventures

Comilo Kejner Managing Partner, Angel Ventures Mexico

Camilo held several management positions in the entertainment industry (Sony, New Line Cinema and EMI) and led the consulting CETG in Venture Capital and Private Equity. Camilo is responsible for managing AVM's Co-Investment fund investment and has a BBA from UC Argentina and an MBA from Massachusetts Institute of Technology (MIT).



Closing Address & Future Focus

Jose Juan Haro Vice President of Strategy and Regulation, Telefónica

Jose Juan Haro is a lawyer from the Pontificia Universidad Catolica del Peru and holds a Masters in Law from the University of Chicago. He joined Telefonica Peru in 2003, where he held various positions in the Legal General Secretariat and the Wholesale Business. In 2009, he was promoted to Vice President of Strategy and Regulation in Peru. Since 2011 he has served as the regional coordinator of regulatory strategy and businesses in Latin America and Brazil. He is also Co-Chair of the Chief Regulatory Officers Group of GSMA Latin America.

8:30 – 9:00 AM

Coffee & Breakfast

Registration Available

9:00 – 9:15 AM

Welcome & Introduction

Introduction: Dr. David S. Ricketts, Technology and Entrepreneurship Center at Harvard

Welcome by: Luis Malvido, Executive Director of Telefónica HISPAM South, Telefónica

9:15 – 9:45 AM

Digital Prosperity, A Global View

Raul Katz, President, Telecom Advisory Services

9:45 – 10:15 AM

Then & Now: Digital Latin America in Review

Eduardo Hauser, Managing Director, Scripps Networks Interactive

10:15 – 10:40 AM

BREAK

10:40 – 11:40 AM

Perspectives on Fostering Digital Prosperity in Latin America

Challenges and Opportunities in Digital Health Care

Nancy Gertrudiz, Founding Partner @Cares

Your Student Completion Rate: What You Should Be Working On

Christian Van Der Henst, Co-founder, Platzi

Achieving Digital Prosperity with Open Source Technology and Location Intelligence

Tyler Bird, Community Development Strategist, Carto DB

11:40 – 12:30 PM

Panel: Digital Life in the City

Engaging civic institutions and local leaders to drive policies and regulations that bring the full potential of IoT to LATAM

12:30 – 1:30 PM

LUNCH

1:30 – 2:00 PM

Designing for the Internet of Things

Prof. Rodolphe el-Khoury, Dean, University of Miami School of Architecture

2:00 – 3:00 PM

Perspectives on Utilizing IoT to Transform Latin American Cities

Shaping Smart Sustainable Cities in Latin America

Cristina Bueti, Adviser, ITU

Smart Cities in Latin America

Rosalía Simón Navarro, IoT Smart Cities Director, Telefónica

3:00 – 3:30 PM

BREAK

3:30 – 4:00 PM

Learning Perspective: Increasing Accessibility

Chris Lewis, Lewis Insight

4:00 – 4:45 PM

Panel: Solutions for the Latin American City

Engaging civic institutions and local leaders to drive policies and regulations that bring the full potential of IoT to LATAM

4:45 – 5:00 PM

Day One Wrap-Up

Dr. David S. Ricketts

Wednesday, June 29

Telefónica invites all Strategic Innovation Symposium attendees
to the Telefónica Leadership Conference Keynote Address

by Telefónica Business Solutions CEO

Juan Carlos Lopez-Vives

9:00 – 10:00 AM

11:00 AM

Day Two Welcome

Dr. David S. Ricketts,

11:00 – 11:30 AM

A Safe Digital Life in Latin America

Jorge Luis Ruiz, Global Digital Acceleration Head, Citi

11:30 – 12:30 PM

Perspectives on Privacy and Policy

Emerging Online Healthcare Networks: Market Opportunities, Privacy and Policy Challenges

Dr. Yuri Quintana, Director Global Health Informatics

Digital Prosperity: An Opportunity to Rethink Privacy

Laura Micas Juanes, Assistant General Council, Yahoo

Scope, Scale and Risk Like Never Before: Securing the Internet of Things

Nikoloas Tsouroulas, Global Head of Cybersecurity Product Management, ElevenPaths a subsidiary of Telefónica Group

12:30 – 1:30 PM

LUNCH

1:30 – 2:00 PM

Innovating in a Digital World

Dr. David S. Ricketts, Fellow, Technology and Entrepreneurship Center at Harvard

2:00 – 3:10 PM

Perspectives on Innovation, Entrepreneurship and Investment in Latin America

MexiCAN

Marcus Dantus, CEO, Startup Mexico

Early Stage Investments in LATAM

Camilo Kejner, Managing Partner, Angel Ventures Mexico

3:10 – 3:30 PM

BREAK

3:30 – 4:15 PM

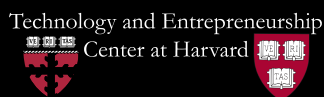
Panel: A Better Digital Life

Given all we have learned, how do we ensure a better digital life? What policies, cultural norms and regulations need to be in place to support openness, confidence and entrepreneurship?

4:15 – 4:30 PM

Wrap-Up & Future Focus

Vicente Muñoz, Global IoT Director, Telefónica



Convened by:

The Technology and Entrepreneurship Center at Harvard (TECH) hosts the 2016 Strategic Innovation Symposium. TECH, part of the Harvard School of Engineering and Applied Sciences, is both a real and virtual space for students, faculty, alumni, and industry leaders to learn together, collaborate, and innovate. TECH enables this holistic exploration by sponsoring and supporting opportunities for the innovation community to gather and exchange knowledge via courses, study groups, mentorship relationships, innovation programs and special events. Find more information at www.tech.seas.harvard.edu

Telefonica

Sponsored by:

Telefónica is a telecommunications company that has provided internet access to more than **322 million people** around the world, over 68 percent of whom live in Latin America. By providing customers with secure, state of the art technology, Telefónica prides itself in helping people live better lives through improved communication and better access to information. Telefónica operates in 44 countries, has over 1.5 million shareholders, and employs 133,000 people around the globe.



The Inter-American Association of Telecommunications (ASIET) was founded in 1982 as AHCNET and is composed of telecommunications companies (public and private) operating in North and South American countries. We work for the development of telecommunications and the Information Society in our region by engaging in public-private dialogue, promoting growth in the industry, encouraging the exchange of knowledge and good practice, and ensuring the common interests of our partners and the industry.

Contact Information

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