

crimson®
INNOVATION
CONFERENCE

DRIVING THE **4TH**
INDUSTRIAL
REVOLUTION

20 March 2018

Vox Centre, Birmingham

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IT LEADERS MUST EMBRACE A WORLD IN FLUX AND MANAGE CHANGE WITH NEW TECHNOLOGIES.

'THE RISE OF THE HUMANS: DELIVERING VALUE IN AN ARTIFICIALLY INTELLIGENT WORLD' BY DAVE COPLIN

The rapid growth of internet-connected devices has brought huge advantages. However the same technology has also disconnected us. We are drowning in a digital deluge where intelligent agents bring an overwhelming wealth of information to an endless sea of devices which all vie for our attention, to the point where they are beginning to remove us from the real world. Business leaders, meanwhile, worry that they might miss the next big technology trend and fail to realise the true potential of the A.I. wave. In this session, we will explore how the 4th Industrial Revolution's world of Machine Learning, AI and bots will affect all aspects of our lives as individuals, as consumers and customers, as workers, and in business. We'll look at the problems we face, and the mistakes and assumptions we make and how we should be using such technology to reimagine how we live, work and do business.

'INSPIRATION & THE APPLICATION OF INNOVATION' BY MARTIN SADLER

Martin has spent his career accidentally being around technical innovation when it happened. He has worked in the public and private sector trying to find problems to meet the technical solutions and sometimes vice versa. Founded at the height of recession in 2008, Missguided has now become a £150M global retail business whose motto is 'success and nothing less'. Martin will be discussing why and how harnessing innovation drives the retailer's IT strategy and how it has supported the growth of its reputation as a 'rapid fashion' brand amongst digitally-savvy millennial customers. He will also be explaining how the application of innovation is disrupting traditional security protocols on the European banking scene and digital transformation in the public sector.

'THE FUTURE OF AI & ITS IMPACT ON SOCIETY' BY DANIEL HULME

Data is the oil of the 21st century and it's key to making the digital economy engine run. But challenges remain, from connecting information sources together, to data ethics, through to generating meaningful insight from the overwhelming sources of information. Daniel explains how artificial intelligence can teach machines to use data to make better decisions than humans, and he discusses what impact this will have on business and society as a whole.

'DIGITAL DISRUPTION: ADAPT OR DIE' BY MARC DOWD

In today's world of rapidly evolving digital technologies and increasing automation, many organisations face an 'adapt

or die' ultimatum. However, these organisations often don't have the capabilities or experience necessary to innovate and push through successful transformation whilst simultaneously managing day-to-day operations. Marc's speech will cover the realities of disruptive innovation.

'THE STEPSIZE STORY & AI'S EFFECT ON THE FUTURE OF SOFTWARE DEVELOPMENT' BY ALEX OMEYER

Many organisations rely on a few key individuals to own and manage all their software code. This is fine if those employees remain within the company, but what happens when they leave? Who knows about the code and how it was created? In the past, this issue has caused hugely expensive and time-consuming problems for these organisations. In his speech, Alex will be explaining how AI and machine learning have the answer to this problem. No more time should be wasted on deciphering and sorting old code, automated software development and smart code are the future.

'THE TRUTH ABOUT BLOCKCHAIN & THE FUTURE OF CRYPTO CURRENCIES' BY HAYDN JONES

Putting bling on the blockchain, Haydn will be unravelling the myths from the realities about blockchain technology and presenting his views on the world's most famous (or some may argue infamous) crypto currency Bitcoin. He will be sharing insights into how these disruptive automated and intelligent technologies are transforming the financial services sector by tackling issues of corruption, data security, and fraud. With most large organisations embracing big data programmes, Haydn will also explain why distributed ledger technology and decentralised payment systems will be the future.

'EXCLUSIVELY UNVEILING IT LEADERS' PRIORITIES FOR 2018' BY ROBERT GRIMSEY

Compiled in association with KPMG, Harvey Nash's CIO survey is the world's largest study of IT leadership. From careers to digital strategies, from managing IT to executing projects, the report covers the key topics that affect IT leaders and organisations across the world. Last year, many predicted that the slow, steady recovery after the Great Recession would continue and we all rather hoped that economic growth would accelerate. Few saw seismic change on the horizon. How wrong we were. In his speech, Harvey Nash Group Director Robert Grimsey will be revealing the findings of the survey and he'll be discussing the challenges that IT leaders will have to navigate in 2018. He will also be hosting a panel session which will discuss the current state of the UK's IT jobs market.

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SPECIALIST SPEAKERS

DAVE COPLIN, CEO, The Envisioners

Working across Microsoft's UK business as Chief Envisioning Officer, Dave was responsible for orchestrating and implementing an integrated 'thought leadership' strategy that addressed Microsoft's potential with UK businesses and consumers. He was the pre-eminent innovator and evangelist for the future potential of technology and its role within a modern society. Since leaving Microsoft, Dave has shared his specialist knowledge whilst working with several globally famous clients, including; Google and Facebook. He has also become an established international author and public speaker.



MARTIN SADLER, Interim IT leadership, including Verisec & Missguided

Martin is a consultant that works developing services, creating solutions, and overseeing digital transformations within really exciting and successful organisations. In his current role at disruptive retailer Missguided, he has revitalised and delivered an IT programme which has focused on moving a high growth, cutting-edge online retailer onto traditional high streets. He is also working with innovative banking security solutions company Verisec to help them deliver e-identity solutions. Martin, who advises CIOs and CTOs on the future of service structure, team growth, and process development, has also worked for the likes of Fujitsu Services, London Boroughs of Camden, Islington and Haringey, and Walsall Council.



CAISHA SHEIKH, Lead Consultant - Senior Appointments, Crimson

Caisha is a knowledgeable, intuitive, and diligent IT recruitment specialist that has spearheaded Crimson's business development activities in London over the last 18 months. With her enviable network of C-level contacts, she has built-up and hosted Crimson's corporate events programme. Caisha is also a board member for the IT sector's charity sleep out Byte Night - Midlands, which supports Action For Children and raises awareness about issues leading to youth homelessness.



MARC DOWD, Director, PathFinder4

Product and business innovation is what excites Marc. PathFinder4 is an ecosystem which exists to form connections between people interested in using technology to rapidly advance companies and create new business models. Mark is also the Founder and CEO of Manage Disruption Limited, where he focuses on helping companies and employees to change so they can innovate successfully. Marc was the EMEA Principal Advisor to C-level executives for Forrester Research for nine years. In this role, he spent all his time understanding and advising on the issues of leading enterprises worldwide. At Forrester Research, Marc interpreted the findings of the Analysts and Researchers for his clients by understanding their unique situation.



TOM CADMAN, Director of Cloud Services, Crimson

Tom has over 25 years' experience working in a variety of roles across numerous business sectors, technical platforms, and solutions, in the UK and Europe. He is consistently ahead of the game in terms of industry developments and how they can be exploited. Career highlights include; being shortlisted as Computing IT Professional of the Year and delivering a fixed price offshore multi-million pound programme, on time and on budget for a Marine P&I Insurance client. Today, Tom heads up Crimson's Microsoft practice.



DANIEL HULME, CEO, Satalia

Satalia is a company that provides AI inspired solutions to industries hardest problems. He is the Director of UCL's Business Analytics MSc; applying AI to business/social problems. Daniel has a Masters and Doctorate in AI from UCL, and has Advisory and Executive roles in many companies. He is the Co-Founder of ASI Data Science and he also holds an Kauffman Global Entrepreneur Scholarship.



ALEX OMEYER, CEO, Stepsize

Alex's career in the technology industry started at VC-backed start-ups IOVOX and then DueDil where he focused on business development. The multiple start-ups and projects Alex worked on with the team with whom he later co-founded Stepsize, forged him into a self-taught developer and lead him down the path of artificial intelligence. Specifically, how it could be used to radically simplify software development and make it accessible to all. Stepsize went through the Virgin Media x Techstars accelerator during the summer of 2016 and has since then attracted investments from some of the best Angel investors and VCs in the business.



LOUISE CLARKE, Head of Recruitment Services, Crimson

Louise is a passionate recruitment professional with 18 years' experience recruiting for the technology industry. She has a breadth of industry knowledge across the financial services, retail, automotive, and IT consultancy sectors with demonstrable expertise in search and selection and campaign management. Her background includes consultant and management positions at La Fosse, Robert Walters, and Aston Carter. Louise was approached by Crimson four years ago to join the business and enhance their permanent recruitment service offering and has successfully delivered on many campaigns for our client base. She is now responsible for all recruitment solutions.



HAYDN JONES, Founder, Blockchain Hub

Blockchain Hub is a specialist blockchain and digital-currency strategy consultancy. He is a former General Manager of global technology company Fujitsu, and has held senior sales, operations and technology strategy roles in the Bank of England, A.T. Kearney, Deutsche Bank, and Ministry of Defence. During his early career he undertook research into cryptography, was an early bitcoin investor (2013) and miner. He is an electronics engineer, holding an M.Eng (First Class) from Manchester University, with English Bar exams. He is an inclusive, driven, highly creative, strategist adopting a pragmatic approach to the application of technology to business problems.



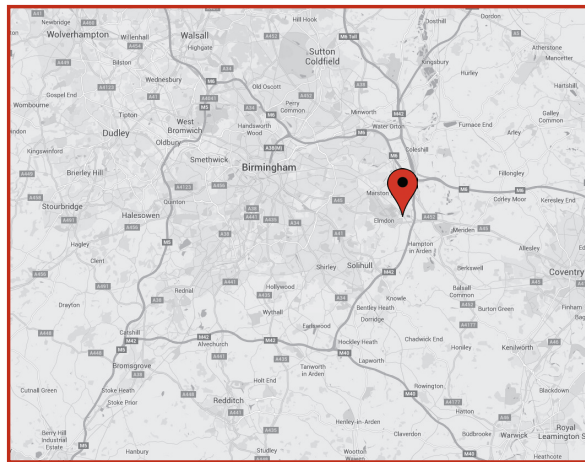
ROB GRIMSEY, Group Marketing Director, Harvey Nash Group

Rob is responsible for the internal and external communications of Harvey Nash Group, as well as helping local markets across the world build and run their own marketing strategies. His team writes and publishes the world's most respected IT leadership survey, launched the world's first recruitment iPad app, and manages events attended by 1500 people each year in 20+ countries. Prior to Harvey Nash, Rob was a management consultant in Accenture, where he was an expert in digital customer strategies and UX design. His passion is simplicity. His favourite quote is: 'Perfection isn't achieved when there's nothing more to add. It's when there's nothing more to take away.'



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WHEN: Tuesday 20 March
TIME: 09:30 - 16:00
WHERE: Vox Conference Centre, Birmingham



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Crimson is a fast-moving technology and recruitment company which specialises in the full range of IT support, consultancy, search and selection services. Crimson is driven by people and its reputation is built on providing products and services which genuinely reflect its values.