

**Main speaker / Contact**



## **Steen Wæver Poulsen**

CEO Sketz  
CEO Fashion Photo Studio  
CEO itSuitsFashion

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*Steen Wæver Poulsen has been working over 15 years globally to optimize the value chain in the fashion industry with IT. Value adding and innovative IT are keywords. For over 10 years he has been working for some of the world's largest IT companies and has international experience from textile companies. He has bachelors in Strategic, Marketing, internationalization and Top Governance and a MBA in Strategic Management.*

*Apart from Sketz, Steen also owns Fashion Photo Studio, SteenP Business Consulting and serve in several advisory boards in the industry. He is also extensively used as a columnist and lecturer.*

Speakers – Market & Key Note



**Frank Øland Hansen**

Senior Economist at Danske Bank

*Frank Øland is manager for Danske Banks euro analyses and is frequently used in the Medias as an expert on for instant the European debt crisis and rate development. Among others he advises institutional investors home and abroad about the development in the euro zone and is responsible for defining the group's rate expectations. Frank has earlier worked in the European Commission in Bruxelles (2004-07) and in Danmarks Nationalbank (1999-2004) He is cand.scient.oecon from Aarhus University.*



**Aaren Ekelund**

Senior Product Marketing Manager Microsoft Online Services at Microsoft

*Aaren Ekelund is responsible for Office 365 business in Microsoft Denmark. Office 365 is Microsofts productivity platform delivered in the sky to companies of all sizes with the well-known products Microsoft Office, Microsoft SharePoint, Microsoft Exchange and Microsoft Lync. Aaren Ekelund has obtained over 10 years' experience in the IT industry and has a background as a strategy consultant in different international consultant firms. At Microsoft he has had different responsibilities for the last 6 years.*

*Aaren Ekelund has a Master degree in International Business & Administration from Aarhus Business School, Harvard University and University of Technology in Sydney.*



## Søren Nilausen

Business Advisor CfL – Center for Ledelse

*Søren Nilausen specialty is strategic execution, leading change and business- and product development. He has worked within these areas for more than 20 years as an adviser and responsible line manager. The focus has primarily been within the financial sector, telecommunication sector, the media industry and fashion.*

*Søren Nilausen has an HD in Organisation and Management and an MBA in Strategic Management. Additionally various educations in process optimizing, project management and sales management.*



## Peter Mølkjær

Partner in Deloitte  
Manager of the Textile Industry Group

*Peter Mølkjær is State Authorized Public Accountant and partner in Deloitte. He has almost 20 years' experience with revision and advising different industries including the textile industry. He is Deloitte's national market leader for medium enterprises and leader of the market group for Consumer Business. Peter has for 7 years been the manager of Deloitte's industry group for textile and clothing – Passion for Fashion – and has been the driving force in Deloitte's focusing on the fashion industry including:*

- *Short term development results in declining demand for the industries products*
- *Consolidation in the industry is necessary*
- *China as an desirable manufacturing country now and in the future*
- *Increasing internet commerce*
- *CSR*

*When Peter is talking about trends within the fashion industry, it is not styles, colors and collection which come first, in contrast it is a practical, commercially and economical approach, you have never seen from a accountants before.*

## Speakers – Fashion value chain



### **Maurits Teunissen**

Owner, iShopShape / Visual Retailing BV

*Maurits Teunissen founded iShopShape in 2004 after having worked in IT side of fashion for over 10 years. Maurits and his team of fashion experts shared a common vision to introduce new visually based technology to the fashion industry that would seriously help retailers and brand owners to optimize store performances. As the ever changing world of fashion is dominantly built on visual experience, the supporting technology was mainly numeric driven. When combining the “art” with “science” a new set of tools was introduced to the industry. More reflecting daily operations within fashion as an industry. Many global surveys make it absolutely clear that more than 70% of the shoppers decision is taken on the shop floor. All based on the first visual encounter of the products. So far there hasn’t been any professional set of tools on the market that could cope with these challenges. Today more than 170 local and global fashion companies use iShopShape technology to cut costs and drive sales at the same time.*



### **Tom van Soest**

Director Software Division

*Tom van Soest has been working with fashion PDM/PLM systems since its incubation back in the 90’s of the past century. Tom shared the early vision of PLM when technology was still local and databases primarily static. On the basis of this knowledge and being in the center of the fashion industry for more than 15 years, Tom and his team revolutionized PLM for the second time. With the launch of ChainReaction, a completely web based, platform independent PLM system, a new standard is set. With his wealth of global fashion knowledge Tom combines his PLM expertise with visual fashion retail technology. Tom van Soest, as a co-share holder in iShopShape, heads up the entire fashion software division of iShopShape and covers the complete concept-to-consumer-lifecycle.*



## **Nick Andriesse**

Managing Director at Apptitude

*Nick Andriesse has been working in the software business for over 15 years. In 2009 he founded Apptitude, a company specialized in mobile app development. In 2011 Apptitude started developing a mobile sales solution for the Fashion industry called Apps4Fashion. This is fast becoming the leading mobile sales solution in the fashion industry today.*



## **Paul Jonker**

Owner itSuitsFashion B.V.

*Paul Jonker Started in Dynamics NAV and Fashion in 1999. From there the path was set to consultancy, project management and product management. Then CTO of a major Microsoft Dynamics NAV ISV in Fashion, resulting in the NAV Partner of the Year award in 2007. When It suits IT started, it had the mission to make sophisticated ERP available for everyone within the Fashion industry, 1 to 100+ users and cover all possible IT needs for a Fashion company: hardware, ERP, E-Commerce, Smartphones, Tablets, Photography, BI, etc. ItSuitsFashion is sold globally through a channel of dedicated fashion partners.*



## **Davide Mazzucchelli**

Customer support specialist at NedGraphics

[davide.mazzucchelli@nedgraphics.com](mailto:davide.mazzucchelli@nedgraphics.com)

*Davide Mazzucchelli is working as Textile-Fashion software specialist from almost 15 years, mainly focused on the Italian market, demonstrating, teaching and supporting Italian customers. During these years he has been also teaching Fashion software solution at major Italian Fashion schools as well as at some university course.*