**Fostering Digital Transformation: The OECD’s Role**

Microsoft Innovation & Policy Center | 901 K Street, NW, 11th Floor, Washington, D.C. 20001
March 8, 2017 | 8:30 am – 7:00 pm EST

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**Agenda**

8:30 – 9:00am
Registration & Continental Breakfast

9:00 – 9:30am
Welcome
Welcome to MIPC:
- Dorothy Dwoskin, Senior Director, Global Trade Policy and Strategy, Microsoft *(confirmed)*

Welcome from USCIB:
- Peter Robinson, President & CEO, U.S. Council for International Business (USCIB) *(confirmed)*

Welcome from BIAC:
- Bernhard Welschke, Secretary General, Business at the OECD (BIAC) *(confirmed)*

9:30 – 10:00am
Keynote Address
Introduction from USCIB:
- Eric Loeb, Senior Vice President, International External and Regulatory Affairs, AT&T, and Chair, USCIB ICT Policy Committee *(confirmed)*

David Redl, Chief Counsel for Communications and Technology, Committee on Energy and Commerce, U.S. House of Representatives *(confirmed)*

10:00 – 10:45am
Conference Prologue:
The Role of the OECD in Enabling Digital Transformation
- Douglas Frantz, OECD Deputy Secretary General *(confirmed)*
- Andrew Wyckoff, Director of OECD Directorate for Science, Technology and Innovation (STI) *(confirmed)*
- Anne Carblanc, Head of OECD Digital Economy Policy Division *(confirmed)*

10:45 – 11:00am
Refreshment Break

11:00am – 12:15pm
Session One:
The Digital Economy and Information Society of the Future

*This session will offer a vision of an enabling environment to support the economic and societal benefits offered by such emerging technologies as big data and analytics, Artificial Intelligence, and other innovative applications. It will also explore how companies in a broad array of sectors have tapped the transformational power of ICTs to become vital new players in the digital economy.*

- **Moderator:** Robert Pepper, Head of Global Connectivity Policy and Planning, Facebook *(confirmed)*
- Jacquelynn Ruff, Vice President, International Public Policy and Regulatory Affairs, Verizon *(confirmed)*
• Ruth Wandhöfer, Managing Director / Global Head of Regulatory & Market Strategy, Citi (confirmed)
• Ross LaJeunesse, Global Head of International Relations, Google (confirmed)
• Carolyn Nguyen, Director of Technology Policy, Microsoft (confirmed)

12:30 – 2:00pm  Conference Luncheon

2:15 – 3:30pm  Session Two:
Realizing the Global Commercial Benefits and Corporate Societal Responsibilities of Digitalization
Access to the transformative benefits of digital technologies on a global scale depends on private sector opportunities to invest and compete, sufficient infrastructure, and cross-border flows of data and information. At the same time, business acknowledges a responsibility to channel its digital innovative advancements into initiatives aimed at bridging global developmental gaps as well as addressing employment disruptions, retraining, and skill development. Speakers will discuss how digital transformation has affected their business models and commercial opportunities as well as their sense of corporate responsibility.

• Moderator: Eric Loeb, Senior Vice President of International External and Regulatory Affairs, AT&T, and Chair, USCIB ICT Policy Committee (confirmed)
• Andrew Wyckoff, Director of OECD Directorate for Science, Technology and Innovation (STI), OECD (confirmed)
• David Barnes, Vice President, Global Workforce Policy, IBM (confirmed)
• Ellen Blackler, Vice President of Global Public Policy, The Walt Disney Company, (confirmed)
• Damon Silvers, Director of Policy and Special Counsel, AFL-CIO (confirmed)
• Nigel Cory, Trade Policy Analyst, Information Technology and Innovation Foundation (ITIF), (confirmed)
• Karen McCabe, Senior Director, Technology Policy and International Affairs, IEEE (confirmed)

3:30 – 3:45pm  Refreshment Break

3:45 – 5:00pm  Session Three:
Enhancing Trust in the Digitally Connected Ecosystem
Fostering consumer trust in digital technologies is essential to reap their full economic and societal benefits. Some of the most promising new technologies, such as the Internet of Things and Artificial Intelligence (AI) as well as analytic opportunities afforded by use/re-use of data pose new challenges related to privacy and security as well as ethical considerations. Speakers will examine the trust-related implications of digital transformation and discuss the OECD’s efforts to develop instruments for the digital age which optimize the benefits of data flows with security and privacy concerns.

• Moderator: Joseph Alhadeff, Vice President for Global Public Policy and Chief Privacy Strategist, Oracle, and Chair, BIAC Committee on Digital Economy Policy (confirmed)
• Marc Rotenberg, President, Electronic Privacy Information Center (confirmed)
• Anne Carblanc, Head of OECD Digital Economy Policy Division (confirmed)
• Peter Lefkowitz, Senior Data Rights Management Counsel and Chief Privacy Officer, GE Digital (confirmed)
• Andrew Reiskind, Senior Vice President, Data Management, MasterCard (confirmed)
5:00 – 5:30pm
Summary and Final Question & Answer

5:30 – 7:00pm
Reception

Presented by:

Sponsored by:

Silver Level:

Bronze Level:

Supporting Organization:

Internet Association